

Agenda

Day 1 – Sunday, October 14



2:00 - 2:15 PM

Introductions and Kickoff

Daniel Williams, Managing Director at LEAP will open proceedings.

2:15- 3:00 PM

Staying Current with Acquisition & Retention

Wendy Reeves, Customer Success Director, LEAP, moderates a client panel discussion on email marketing for subscription acquisition, newsletter strategy for content, sign-ups, conversions and digital activation and retention efforts.

3:00 – 3:15 PM

Networking Break

3:15- 3:45 PM

LEAP's New Predictive Churn Model

Yao Swanson, Analytics Manager at LEAP and Megan Vaughn, Marketing Analyst at LEAP will present a new predictive churn model that uses advanced statistical modeling and incorporates transaction and engagement history, online behaviors and lifestyle factors to determine subscriber "risk."

3:45 - 4:15 PM

Leveraging Your Database to Drive New Revenue

Daniel Williams, Managing Director, LEAP, moderates a panel discussion on leveraging data to drive advertising and event revenue. Panel includes Sara Hardison, Director of Digital, Frederick News-Post and Rich Forsgren, Director of Corporate Consumer Data Strategy, GateHouse Media.

4:15 - 4:30 PM

Networking Break

4:30 - 5:00 PM

Customer Data Platforms: Using the 'Golden Record' to maximize subscriptions

Stitching data together to create the 'Golden Record' (a single profile for all your known and unknown customers) enables media organizations to adopt a totally personalized subscriber experience, and to interact with them at the most opportune moment, through the preferred channels. In this session Mark Jameson, CTO at our parent organization BlueVenn, will discuss the process of creating the Golden Record and use cases for media organizations to use a CDP for maximizing and optimizing subscriptions and the retention timeline.

5:00 - 6:30 PM

Welcome Reception

Join your colleagues and friends for cocktails, beer and heavy hors d'oeuvres in Aloft's XYZ lounge, which includes an open air patio overlooking the beautiful campus of NC State University and downtown Raleigh.

Agenda

Day 2 – Monday, October 15



8:00 – 8:30 AM

Breakfast

8:30 - 9:15 AM

Media Meets Community

Tom Grubisch, "The New News" Columnist, Street Fight, takes us on a scenic tour of the historical landscape of American cities, the intentional and thoughtful growth of emerging communities and the role that local media organizations can play.

9:15 - 10:00 AM

Consumer Revenue Innovation Beyond Subscriptions

Jed Williams, Chief Innovation Officer, LMA will pick up on Tom's narrative and provide a glimpse into the playbooks of media organizations who are innovating the consumer relationships, and making money too.

10:00 – 10:15 AM

Networking Break

10:15 - 10:45 AM

Media Publishing Transformation in the Digital Era

Carlos Enrique Ortiz, Founder, digitalworks.ai, will explain why a successful journey to digital revenue goes beyond implementing a set of technology, and how you must transform the organization and culture, putting the customer at the center of the publishing business model.

10:45 - 11:30 AM

Propensity Model Marketing

Rich Forsgren, Director of Consumer Data Strategy, GateHouse Media will share views and visions on integrating propensity models into the organization to support growth of audience, revenue and brand engagement.

11:30 - 12:00 PM

ROUNDTABLE Roundup

Tom Ratkovich, Managing Director, LEAP, brings the biggest takeaways from the Vail ROUNDTABLE down to sea level. Catch up on the hot topics, big ideas and powerful presentations.

12:00 - 12:30 PM

Lunch

12:30 - 1:00 PM

Active Campaign: Beyond the Inbox

Kirsten DiChiappari, Director of Customer Success, LEAP, will lead a tour of some of the newest features available from Active Campaign, LEAP's email platform partner.

1:00 - 1:45 PM

Road Mapping 2019

In this conclusion session, Wendy Reeves, Director of Customer Success, LEAP, gives a sneak peek at what is on the agenda for LEAP in 2019. This will be an open forum to solicit your input and identify ways we can help you in the coming year.

1:45 – 3:00 PM

Bonus Track: Active Campaign Training

Stay on for some Active Campaign tuition and top tips to optimize email marketing.