

THURSDAY, APRIL 4

THINKING BIG IN A CHANGING MEDIA LANDSCAPE

1:00-2:15PM

TH1 SPONSORSHIP MARKETING: THIS IS NOT ABOUT HANGING ANOTHER BANNER

Brent Barootes, President and CEO, Partnership Group
Recommended for publishers, sales and marketing teams

1:15-2:15PM

TH2 DISRUPTIVE PUNCTUATION

Frances Peck, Certified Professional Editor
Recommended for editors, writers

2:30-3:30PM CONCURRENT SESSIONS

TH3 DIVERSITY AND UNDERREPORTED VOICES

Karen K. Ho, Business, Culture and Media Reporter
Recommended for publishers, editors, freelance writers

TH4 THE BIRTH OF A MAGAZINE: CREATING A VISUAL IDENTITY FOR A NEW BRAND

Rob Hewitt, Founder, *OH-SO* magazine
Recommended for art directors, designers, publishers

TH5 DIGITAL TOOLS FOR WRITERS

Omar Moullem, Writer and Author
Recommended for freelance and staff writers

3:45-4:30PM KEYNOTE PRESENTATION

KN1 SHUT UP ABOUT THE NEW YORKER ALREADY

A look at mainstream and avant-garde magazine design
Marian Bantjes, Graphic Artist and Designer
Recommended for everyone

5:30-6:30PM COCKTAIL HOUR

6:30PM AWARDS GALA AND DINNER

Emcee: Todd Babiak

FRIDAY, APRIL 5

ALL DAY

Trade Show Hall, Coffee and Tea, Silent Auction

9:00-9:45AM KEYNOTE PRESENTATION

KN2 IDENTIFYING AND CULTIVATING YOUR INNER INNOVATOR

Caitlin Thompson, Co-founder, *Racquet* magazine
Recommended for everyone

10-10:45AM KEYNOTE PRESENTATION

KN3 REBRANDING: HOW TO MAKE A BIG SPLASH WITHOUT GETTING SOAKED

Presented by Magazines Canada
Lianne George, Founder and Editorial Director, George&Co
Recommended for everyone

10:45-11:15AM

Refuel and chat with trade show vendors

11:15AM-12:15PM CONCURRENT SESSIONS

1A CHASING DIGITAL DATA WITHOUT SELLING YOUR SOUL

Joe Rayment, Online Engagement Manager, Rogers Communications
Recommended for digital teams, editors, publishers

1B ORGANIZING A REDESIGN

Rob Hewitt, Creative Director, *Dwell*
Recommended for art directors, designers

1C FRESHENING THE FRANCHISES

Susanna Homan, EIC and Publisher, *Chicago* magazine
Recommended for editors, publishers

1D DIY INTELLECTUAL PROPERTY STUDIO

Caitlin Thompson, Co-founder, *Racquet* magazine
Recommended for publishers, editors

1E CREATING A PROFESSIONAL STRATEGIC PLAN FOR FREELANCE WRITERS

Karen K. Ho, Business, Culture and Media Reporter
Recommended for freelance writers, journalists

12:15PM KEYNOTE LUNCHEON BUFFET

KN4 MAGAZINE MEDIA: FILTERING THE NOISE POLLUTION

Presented by Magazines Canada
Linda Thomas Brooks, President & CEO, MPA
Recommended for everyone

2:00-2:30PM LOWERCASE AWARDS

Celebrate the year's greatest hits and misses, and shine a spotlight on the teamwork, creativity, and perseverance that happens behind the scenes

2:30-3:30PM CONCURRENT SESSIONS

2A ORCHESTRATING A SALES TURNAROUND

Presented by TC Transcontinental Printing
Susanna Homan, EIC and Publisher, *Chicago* magazine
Recommended for publishers and sales teams

2B FROM HOT TO HAS-BEEN AND BACK: CHARTING A DESIGN CAREER

Marian Bantjes, Graphic Artist and Designer
Recommended for art directors, designers

2C LIFESTYLE JOURNALISM:

STANDING OUT IN A SEA OF SAMENESS

Presented by Magazines Canada
Lianne George, Founder and Editorial Director, George&Co
Recommended for editors, writers, publishers

2D FEATURE WRITING

Christina Frangou, Writer and Journalist
Recommended for freelance and staff writers

3:30-4:30PM WINE & WIND DOWN

Trade insights with colleagues and place final bids on great silent auction items supporting the Amber Webb Bowerman Memorial Foundation