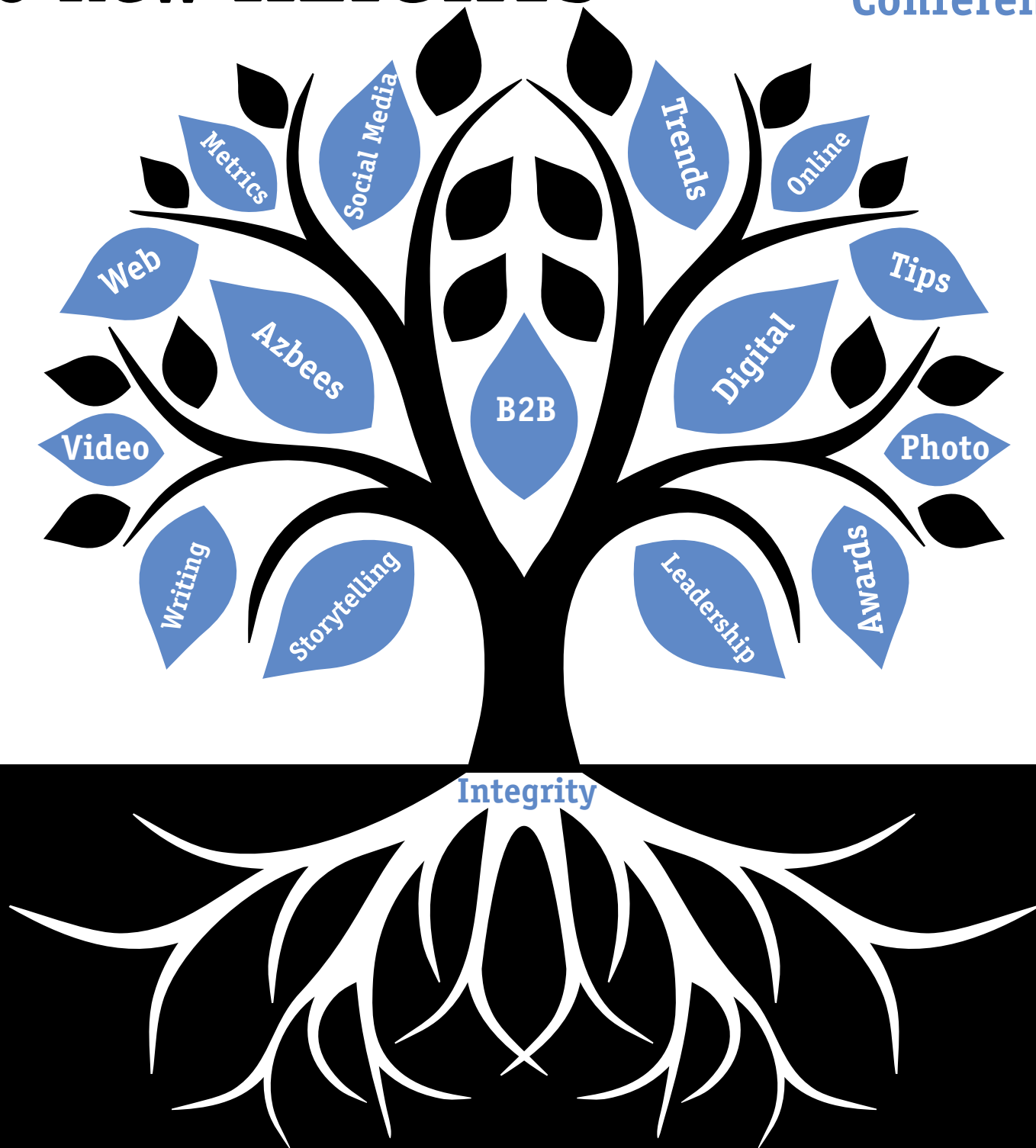


GROW your career to new HEIGHTS

A | S | B | P | E
1964 - 2014
2014 National
Conference



Chicago
Friday, July 25 &
Saturday, July 26



Charlie Meyerson leads news strategy for HearHere's smartphone-based news app Rivet Radio (tinyurl.com/GetRiveted). He served as senior producer for chicagotribune.com and later, news director at WGN-AM. He's an adjunct professor of journalism at Roosevelt University. He consults on content strategy through his practice, Meyerson Strategy.



Mark Schlack has covered the use of technology in business for 30 years.



Jessica Zemler joined Advanstar in 2004 as a former ASBPE Young Leaders Scholar.



Susan Bamford is Art Director-Website & Magazines for WardsAuto.



Ladan Nikravan is a senior editor for Human Capital Media.



Chris Murphy is editor of InformationWeek & leader of its Strategic CIO community.



Robin Sherman is a freelance content strategist, editor, and publication designer.



Roy Harris is president of the ASPBE Foundation, and a former national president of ASBPE.

Friday, July 25, 2014

8:00-9:00 am Keynote address

LISTEN UP!

How NOT to take your audience for granted

Former Chicago Tribune senior producer and current RivetRadio news strategist Charlie Meyerson zeroes in on what it takes to win the most important battle online: gaining and keeping an audience. He'll give his perspective on:

- The war against tuneout
- The new premium on writing well
- The joy of email
- Headlines and subject lines that work
- By your clicks you will know them: Your audience's gift to you.

9:15 am-10:00 am

Digital magazines version 2.0: Where do we take them?

A new generation of digital magazines is going beyond pdfs of print to not just digital-only versions, but smartphone and tablet apps, liberal use of video, and high levels of interactivity. As editors, we have an opportunity to drive this evolution. Our panel of experienced and award-winning digital mag editors and designers starts with why you should create digital magazines and explores where we need to take them.

Panelists: *Mark Schlack, ASBPE National President; senior vice president, editorial, TechTarget; Jessica Zemler, ASBPE Communications Chair; Digital Channel Director, dvm360, Advanstar Communications; and Susan Bamford, art director, WardsAuto*

10:15-11:00 am

Multi-tasking in the digital age

The Web allows for vast opportunities, but with small staffs and growing projects, it can be overwhelming. Do you tweet your last story or write a new one? Your site may also be dependent on print staffers who have a very different sense of deadlines. This session will help you think about how to approach these challenges and offers some best practices for workflow and staff structure.

Panelists: *Ladan Nikravan, senior editor, Human Capital Media; and Chris Murphy, editor, InformationWeek, United Business Media*

11:15 am-noon ETHICS TOWN HALL

Problems and solutions

From native advertising, to "selling the cover," to publishers trying to soften news stories, we'll tackle the tough issues. Come prepared with your own questions for our panel to discuss. To assure your concerns are discussed, we invite you to send an advance email to Robin Sherman at asbpe@bellsouth.net.

Panelists: *Robin Sherman, principal, Robin Sherman Editorial and Design Services; Roy Harris, president, ASBPE Foundation*

Noon-1:30 pm (lunch served concurrently)

Digital alchemy:

A plan to turn content into social gold

You have content. Lots of it. The question is, how do you manage that valuable information and promote it effectively in a way that reaches the right audience without killing your staff? Learn about the fundamental piece of a good social program, a social editorial calendar, and how each of the four most commonly used social media platforms can uniquely add value to your editorial strategy.

Panelists: *Andy Swindler, founder and president, Astek Consulting LLC; and John Armstrong, senior community manager, Astek Publishing*



Andy Swindler is an entrepreneur who founded Chicago-based Astek, a digital agency.



John Armstrong is an arts administrator turned digital marketer.

2:15-3:15 pm

Best practices for integrating content across multi-media platforms

This panel takes on the challenge of going beyond words to combine articles with video and other multimedia. With smartphones and tablets, it's a matter of some urgency. When should you go outside the text box? What's different about visual journalism? What skills and staff do you need?

Panelists: *Keith Larson, group publisher, Automation Group, Putman Media; Jeanne Bernick, editor, Top Producer magazine, Farm Journal Media; and Tudor Van Hampton, deputy editor-regions, Engineering News-Record, McGraw-Hill*



Keith is vice president, content, for Putman Media.



Jeanne is editor of Top Producer magazine.



Tudor Van Hampton is Engineering News-Record's Deputy Editor, Regions.

3:30-4:30 pm

Optimizing the designer-editor relationship

Are editors from Mars and designers from Venus? It only seems that way sometimes. How can you work more effectively with your creative counterpart? This freewheeling discussion will look at how we can each talk the other's language, and why keeping the focus on the reader is key. The panel will also discuss the changes wrought by going online.

Panelists:

Mark Schlack, ASBPE National President; senior vice president, editorial, TechTarget; Alison Fulton, Senior Digital and Interactive Content Producer, Advanstar Communications; ASBPE Designer Board member



Mark Schlack



Alison Fulton designs dvm360 for iPad and for dvm360.com

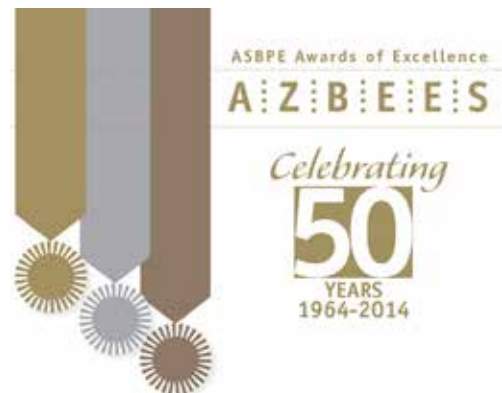
6:00-6:45 pm

Please join us for a reception prior to the Azbee awards dinner at the Allegro Hotel's Walnut room.

7:00-9:30 pm

Azbee Awards of Excellence Banquet

And the envelope, please! Join us to celebrate the winners of the best B2B editorial and design efforts for print magazines, newsletters and digital content. That will be followed by this year's presentation of the Stephen Barr Award to the writer who best exemplifies inventiveness, insight, balance and depth of coverage.



Saturday, July 26, 2014

8:00-9:00 am

How they did it; Azbee Magazine & Web Site of the Year case studies

The top editors of the two winners of the Magazine of the Year and the B2B Web Site of the Year— the foremost prizes in B2B publishing — will discuss their strategies and practical how-to methods for achieving editorial excellence. Their examination will cover (1) writing, reporting, and editing; (2) editorial organization; (3) reader interaction; (4) value to the reader; and (5) layout and design, all of which are among the criteria used by Azbee judges in selecting winners.

Speakers will be announced at the ASBPE Azbee Awards of Excellence banquet the evening of July 25.

9:15-10:00 am

Producing video on a shoestring

Readers increasingly expect video to be part of a magazine's offerings. But it's expensive and logistically difficult to produce the kind of multiple-source stories that are common in print. Robert Freedman, manager of multimedia communications for the National Association of Realtors, shows how to do it, from leveraging Skype and iPhone footage as B-roll to using video in the public domain and licensed under Creative Commons.

Speaker: *Rob Freedman, senior editor, videographer, Realtor magazine, National Association of Realtors*

10:15-11:00 am

Freelancer panel: Tips and techniques from both sides of the fence

Amy Fischbach has worked both as an editor hiring freelancers and as one herself. Alan Earls has made a career of freelancing. They talk about what it takes for both editors and freelancers to have a successful engagement.

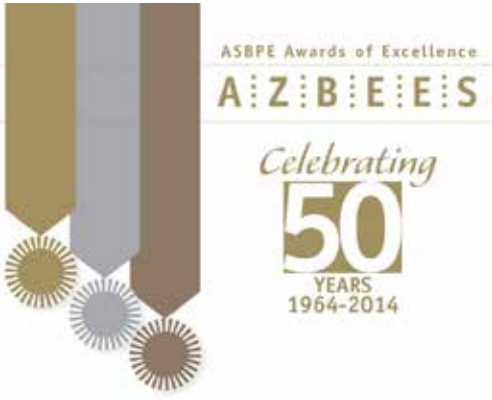
Panelists: *Amy Fischbach, past ASBPE president; Alan R. Earls, president, ASBPE Boston Chapter; business and technology writer*

11:15 am-noon

YLS presentation: Building a future in B2B

Travis Stanton and Carolyn Gibney are both recent Young Leader Scholars who are building successful careers in B2B. Each has done it in very different ways: Carolyn going online and carving out new roles, Travis blazing new trails in the print world. What skills will you need in the future? Join the discussion.

Panelists: *Travis Stanton, editor, Exhibitor magazine, Rochester, Minn.; and Carolyn Gibney, assistant director, Central Editorial Production, TechTarget*



Robert Freedman is manager of multimedia communications at the National Association of Realtors®



Amy Fischbach is an award-winning writer who has spent the last 15 years working and freelancing for B2B.



Alan Earls is a veteran business and technology journalist and author of numerous books.



Travis Stanton is the editor of EXHIBITOR Magazine.



Carolyn Gibney is the assistant director of Central Editorial Production for TechTarget.