



## **Why Attend ASBPE's 2017 B2B Media Success Conference? This Will Convince You (and Your Boss)**

Hi there. It's ASBPE here. You're reading this because either you're considering attending our B2B Media Success Conference or someone whose travel and professional development budget you approve wants to attend. Nice to meet you.

We know budgets around travel and professional development are tight. In fact, for many B2B media organizations, business model changes have stressed budgets more than ever. Which is exactly why your entire organization will benefit from your attendance at ASBPE's annual conference.

Not only will the conference highlight the top work of B2B publications over the last year, it will include educational programs presented in conjunction with the Poynter Institute, a leading journalism think tank and educator. For even greater detail you can check out the full conference agenda at: <https://tinyurl.com/l3ejlje>.

Here are just a few of the benefits of attending:

- Learn how B2B media can make the most of greater connections to readers and viewers. In her keynote "*Audience Engagement that Matters*," Katie Hawkins-Gaar, a digital innovation expert at The Poynter Institute, will share examples of meaningful audience engagement and outline steps to build real connections with your audience.
- Experience an interactive workshop from Roy Peter Clark, author of *How to Write Short: Word Craft for Fast Times*. Roy, who has penned 18 books on writing, language and journalism, will cover how to write effective and powerful titles and headlines for the social media age. With examples from the long tradition of short-form writing in Western culture, he'll guide writers in crafting brilliant prose, even in 140 characters.
- Included as part of your conference registration, attend the Azbee Awards Banquet during lunch on Thursday and see who created the best of the best B2B content in print and digital.
- Hear four, 15-minute rapid-fire case studies of B2B excellence from this year's top Azbee Award Winners, followed by an interactive panel discussion. Moderated by Azbee Award

Chair and Former ASBPE President Amy Fischbach, you'll learn from the 2017 winners of Magazine of the Year and Website of the Year, among others.

- Participate in speed-networking to kick off the conference. Pick up your own (free) copy of award-winning B2B magazines for inspiration and meet the editors at their helm.
- Plenty of other networking opportunities with B2B publishers, editors, designers and freelancers from across the country.
- Affordable conference rates. We price the event just over our cost to educate and connect the field --- after all, that's why ASBPE exists.
- Reduced conference hotel rates with breakfast and transportation to and from the hotel to the Poynter Institute helps keep travel costs low.

So that covers the value. What about the expense? For those number crunchers among us, let us present to you the handy worksheet below. Fill it out and you'll know exactly what to expect in terms of cost.

With Early Bird pricing available until April 18 and rooms available at the conference hotel from just \$127 per night (try finding that rate in most conference cities!), we know you'll get a return on your investment by joining us in Florida, May 17-18, as we explore the essential elements for excellence in B2B journalism.

#### Expenses Worksheet

Expense Item	Estimated Cost
Early Bird Conference & Azbee Awards Banquet Registration	\$325 (with free ASBPE membership)
Flight	\$
Transportation to and from airport	\$30 (round trip)
Transportation to and from hotel to Poynter Institute	\$0 (free shuttle)
Hotel	\$127/night, plus tax
Meals	\$35 (Dutch-treat dinner)
<b>TOTAL</b>	<b>\$</b>