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American Society of Business Publication Editors

YOUR CONNECTION TO B2B EXCELLENCE

THE B2B MEDIA SUCCESS CONFERENCE

May 17-18, 2017 | St. Petersburg, FL

SPONSORED BY  OpenWater

WEDNESDAY, MAY 17

- 6:30 pm** **Welcome Reception - 400 Beach Seafood and Taphouse**
Meet and mingle with fellow B2B colleagues at a networking reception to kick off our once-a-year national event. Complimentary appetizers; cash bar available.
- 7:15 pm** **Join the ASBPE Board for Dinner - 400 Beach Seafood and Taphouse**
Join the ASBPE Board of Directors for a casual networking dinner. Learn about ASBPE's mission and hear from committee leaders on open volunteer opportunities. Note: This is a Dutch-treat event; visit www.400beachseafood.com for menu & pricing.

THURSDAY, MAY 18

All events held at The Poynter Institute. Shuttle service provided from conference hotels to The Poynter Institute:

Hampton Inn

9:00 am -10:00am

Shuttle circles from hotel to Poynter

Courtyard by Marriott

8:30 am – 10:00 am

Shuttle circles from hotel to Poynter

- 9:00 am** **Registration Open – Foyer**
Meet and greet conference attendees and get your caffeine fix at our coffee station.
- 9:30 am** **Speed Networking – Room 105**
Kick off the day with speed networking facilitated by ASBPE board members. Mix, mingle and engage with fellow B2B reporters, designers and editors from across the country.
- Editors, please bring 5-10 copies of a recent publication. Freelancers, please bring business cards and any sample work. Space within the networking area will be provided to exchange information and ideas throughout the day.*

10:00 am **Welcome – Barnes Pavilion**
Jessica Zemler, ASBPE President

10:015 am **Poynter Keynote: Audience Engagement that Matters – Barnes Pavilion**
Ren LaForme, Interactive Learning Producer, The Poynter Institute
Thanks to social media, we're better connected to our readers and viewers than ever before. How do we make the most of it? LaForme will share examples of meaningful audience engagement and outline steps to build real connections with your audience.

11:30 am **National Azbee Awards Luncheon – Great Hall**
Join ASBPE as we announce winners of the 2017 National Azbee Awards and recognize the outstanding work of leading B2B magazines, newsletters, and digital media. Individuals receiving the Young Leader Scholarship and the Stephen Barr Award will also be honored. Awards to be presented by ASBPE President Jessica Zemler, ASBPE Vice President/Incoming President Dominick Yanchunas and Azbee Awards Chair Amy Fischbach.

2:00 pm **How We Did It: 4 Stories of B2B Success – Barnes Pavilion**
Five, 15-minute rapid-fire case studies of B2B excellence from this year's Azbee Award winners, followed by an interactive panel discussion. Moderated by Azbee Awards Chair and former ASBPE President Amy Fischbach, hear from the 2017 winners of:

- Magazine of the Year, under \$3 million revenue
- Magazine of the Year, over \$3 million revenue
- Website of the Year
- Newsletter of the Year
- Cross-Platform Package of the Year

3:45 pm **Poynter Keynote: How to Write Short: Word Craft for Fast Times – Barnes Pavilion**
Roy Peter Clark, Senior Scholar Emeritus, The Poynter Institute
In this ever-changing Internet age, short-form writing has become an essential skill. In this session, Clark, author of 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.

4:45 pm **Closing Remarks – Barnes Pavilion**
ASBPE President Jessica Zemler

5:00pm **Event Ends**

Shuttle service provided from The Poynter Institute to conference hotels:

Hampton Inn
5:00 pm -6:00pm

Courtyard by Marriott
5:00 pm – 6:00 pm