

B2B's Next Frontier

JOIN US **LIVE** IN CLEVELAND!

MAY 12-13, 2022 • ALOFT CLEVELAND DOWNTOWN

→ **Welcome to Cleveland and to ASBPE's National Conference: B2B's Next Frontier.**

We are thrilled to once again host an in-person symposium and awards banquet for the best and brightest in business-to-business and association publishing. This year, we have designed a forward-thinking program whose presenters will offer practical, actionable ideas for improving your workflow and your publications. They will offer keen insights and professional advice for writers, editors, designers, publishers and anyone else involved in the B2B media industry. We hope you enjoy your stay in Cleveland, and that you return home with a plethora of ideas for your publications and the audiences they serve.

**KEYNOTE
SPEAKER**

Amanda Todorovich

**Executive Director of Content Marketing
Cleveland Clinic**

**SESSION: Should You Monetize Your Publication?
How to Tell if You're Ready.**

Can you really drive revenue into your organization through content? YES! Amanda Todorovich, executive director of content marketing at Cleveland Clinic, will tell you how and when that's possible. She'll explain options and opportunities for monetizing your publications and tell you how she has successfully done exactly this with their blog, website and email.

Content marketing and publishing are resource-intensive efforts, and many brands find themselves struggling to justify the resources needed to sustain a great publication or program. Monetizing your efforts can be a great way to offset expenses, but it's not an easy thing to do, and it's certainly not possible for all brands. How do you know if you're ready? What are the possible types of monetization strategies? How do you actually implement these techniques? Todorovich will guide you through the basics and explain all the possibilities for taking your content to the next level.



Matt LaWell

**Managing Editor,
Golf Course Industry
GIE Media**

**SESSION: Podcasting
for Fun and Profit**

Everybody seems to have a podcast. Do you? Should you? Trade journalist Matt LaWell outlines how he helped develop a profitable podcasting network for his magazine – bringing in tens of thousands of dollars annually – and what you can do to replicate that at your own publication.



Tyler Stone

**Art Director, Security Management,
Manager, Creative Services
ASIS International**

**SESSION: Transforming the
Editorial/Design Partnership for Digital**

Collaboration has long been the key to *Security Management's* design approach. When teams were in a single office, designers and editors worked hand-in-hand to debate and decide on the right artwork to entice a reader to engage with a challenging topic. Now that the workforce is entirely remote and the push for digital-first content reigns supreme, processes had to change.

Join *Security Management's* art director, Tyler Stone, and managing editor, Claire Meyer, for a look into how they pivoted print-centric processes and workflows to accommodate needs for digital-optimized content across the organization.



Claire Meyer

**Managing Editor,
Security Management
ASIS International**

Daive Savenije

**Editor-in-Chief
Industry Dive**

**SESSION: Evolving
Leadership in the
"Great Reshuffle"**

Talented journalists have been leaving their jobs at media organizations – and in some cases, the field entirely – at a much higher clip since late 2020. As the pandemic continues to impact people and their organizations, good leadership and culture have become even more essential pillars of any successful media company that aims to attract and retain the best talent. But demands on leadership are shifting. What does good leadership look like in 2022? What can leaders do to help navigate uncertainty and challenging times for their organizations and their people?

Daive Savenije, editor-in-chief of *Industry Dive*, a leading b2b media company and winner of several "best place to work" awards from the *Washington Post*, shares his personal perspective on leading a newsroom of 100+ journalists through the last several years and discusses the trends, and best practices, for leaders of all kinds in 2022 and beyond.



Justin Armbrurger

**Art Director,
Adjunct Professor
Kent State University**

**SESSION: Passion
is for the Birds**

For designers and editors alike, we find our way into journalism for the love of telling a story. But even a well-loved career benefits from a refresh and bird's eye view at times. We'll discuss how we can create a portfolio of passion that helps us balance life and career, as well as find ways to gather outside inspiration to better ourselves and our work.



Teresa Anderson

**Editor-in-Chief,
Security Management,
Vice President, Content
ASIS International**



Stephanie Ricca

**Editorial Director,
Hotel News Now
CoStar Group**

**SESSION: So Now You're
a Broadcast Journalist?
Tips for Video in B2B**

When your organization asks if you can be on-air talent, don't panic. This session will guide you in the transition from the written to spoken word, including tips for a variety of video events, from live stand-ups to recorded interviews.

Join Teresa Anderson, VP Content and Editor-in Chief for *Security Management* magazine and Stephanie Ricca, Editorial Director at *Hotel News Now* for a discussion of how to pivot from an expert behind the computer screen to a presence in front of the camera.

**SESSION: 4 Ways to Get a New
Perspective on an Old Problem**

We all have issues at work that come up again and again – that wall we seem to bump into. Creative leadership means finding a way over, around or through that block. And seeing a new path typically requires seeing the problem in a new light. In this interactive, hands-on session, attendees will practice four concrete strategies for getting a new perspective and walk away with the tools and experience to test these strategies with their work groups.



Marnette Falley, ACC

**Leadership Coach
SunRoad Coaching & Consulting**



Portia Stewart

**Creative Consultant
Mind Full Creatives**

PANEL DISCUSSION

**SESSION: DEI IN B2B:
CHANGE YOUR CULTURE**

Hear personal observations from the first class of ASBPE Diversity Fellows on how the national discussion around diversity, equity and inclusion is changing perspectives in the B2B workplace. Are we making progress? We'll hear success stories and discuss areas for improvement such as learning what you can do to spark positive change in your workplace, have access to more diverse freelance talent, and expand your list of diverse industry sources.



Rich Luna

**Senior Director, Content
Marketing, Associated Luxury
Hotels International (ALHI)**



Chris Gaetano

**Technology Editor,
Accounting Today**



Ruksana Hussain

**Freelance Editor
and Writer**



Asia Martin

**Finance Reporter,
Business Insider**



Davina van Buren

**Freelance B2B
Technology Writer**

PANEL DISCUSSION

**SESSION: BUILD A STRONGER
FREELANCE BUSINESS**

Freelancers need to be good at their craft, but they also need to be able to run a sustainable business. Three Cleveland-area freelancers share ideas for encouraging client referrals and repeat business, networking, tracking pitches and client outreach, and using software tools and other resources.



Sophia McDonald Bennett

**Freelance Editor, Writer and
Communications Consultant**



Marisa Palmieri Shugrue

Freelance Writer & Editor



Brooke Bilyj

**Owner of Bantamedia,
Contributing Editor/Writer**



Bob Sandrick

**Journalist and
Freelance Writer**



Samantha Enslin

**President,
Dragonfly Editorial**

**SESSION: Lunch-and-Learn:
The Power of Plain Language**

Attendees will learn: how writing in plain language can capture the attention of today's impatient readers, the four key principles of writing in plain language, and how design plays a part in enabling readability.

FEATURING:

National Azbee Awards of Excellence Banquet

Thursday, May 12, 2022, 6 p.m. ET

Following our first full day of conference sessions and our networking reception, the ASBPE Board of Directors will host its **44th Annual Azbee Awards of Excellence** national awards presentation and banquet. Don't miss this exciting event of celebration and camaraderie!

READ MORE
about our sessions
and speakers.

REGISTER by April 17. Save
\$100 before our early-bird
deadline of March 25.

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