



**Circulation, Marketing & Audience Development
Nov. 9-10, 2017 » Vicksburg, MS**



ArkLaMiss

CIRCULATION & MARKETING CONFERENCE

*Circulation, Audience Growth & Marketing
for tri-state newspaper professionals*

2017 Conference Agenda

Thursday, November 9, 2017

- 8:00 a.m. Vendor Setup, *Bottleneck Blues Bar*
Registration Opens, *Magnolia Lobby*
- 9:00 a.m. Newspaper Management Roundtable
Moderator: Byron Tate, President, Arkansas Press Association; Publisher, *The Sheridan Headlight*
Magnolia Room
- 11:00 a.m. Lunch Available in Casino Buffet
- 1:00 p.m. Welcome, Paul Keane, President, Mississippi Press Association; Publisher, *Wayne County News*,
Waynesboro, Miss.
Magnolia Room
- 1:30 p.m. Opening Session - Zach Ahrens, President & Publisher, *Topeka (Kans.) Capital-Journal*
Magnolia Room
- 3:00 p.m. Break with Vendors, *Bottleneck Blues Bar*
- 4:00 p.m. Zach Ahrens (Continued)
Magnolia Room
- 5:30 p.m. Hospitality Hour with Vendors, *Bottleneck Blues Bar*
- 7:00 p.m. Dinner on your Own

Friday, November 10, 2017

- 8:00 a.m. Continental Breakfast, *Magnolia Room*
- 8:45 a.m. Hot Ideas Session, Moderator: Dennis Dunn, Anniston Star
Magnolia Room
- 9:45 a.m. Break with Vendors, *Bottleneck Blues Bar*
- 10:30 a.m. Group Discussion on Current Issues
Magnolia Room
- 11:30 a.m. Conference Wrap-up: Tom Larimer, Executive Director, Arkansas Press Association
Magnolia Room

Ameristar Casino & Hotel, Vicksburg, Miss.

Call 855-888-7281 and reference "sarkla7" | Room Rate: \$74 | Deadline: Oct. 25, 2017

Sponsored by the Arkansas-Louisiana-Mississippi Press Associations



MONEY MAKING MONEY SAVING HOT IDEAS

Title of Idea: _____

Submitted by: _____

Newspaper: _____ Circulation: _____ [] Daily [] Weekly

Phone: _____ Email: _____

Briefly describe your idea:

Tell us the results of your effort:

What was the revenue/benefit generated?

Use the back of this page for additional comments or ideas. Please enclose samples if available.

Send this form and any samples or illustrations along with your conference registration to:
ArkLaMiss Circulation Conference/Arkansas Press Association | 411 South Victory, Little Rock, AR 72201

We will share each of the ideas submitted in a booklet to be presented at the conference.

Last day to submit ideas is October 25, 2017.



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2017 REGISTRATION

PLEASE PRINT CLEARLY:

Newspaper/Company Name: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Name: _____ Email: _____

Check all that apply: Conference (\$99) Newspaper Management Roundtable (No Charge)

Name: _____ Email: _____

Check all that apply: Conference (\$99) Newspaper Management Roundtable (No Charge)

Name: _____ Email: _____

Check all that apply: Conference (\$99) Newspaper Management Roundtable (No Charge)

Sponsorship: \$ _____ Event: _____

Total Registrants: _____ X \$99 = \$ _____ Total Amount Due: \$ _____

Exhibit During the Conference? Yes No

Payment: CREDIT CARD CHECK BILL ME

Card # _____ Expiration Date _____

VCN# _____ Signature _____

Deadline to Register: October 25, 2017

Return Form and Payment to:

ArkLaMiss/APA, 411 S. Victory, Little Rock, AR 72201 or fax to (501) 374-7509

Questions? Call Terri Cobb at (501) 374-1500, 1-800-569-8762 or email to terri@arkansaspress.org