



2021 Great Western Audience Development Summit Agenda

All times PDT

Wednesday 6/23/2021	Thursday 6/24/2021	Friday 6/25/2021
<p>Title Sponsor: Voice Port</p> <p>8:45 AM Networking</p> <p>9:00 AM Stage President's Welcome</p> <p>9:15 AM Stage Keynote Jodie Hopperton, INMA Moderator - Troy Niday</p> <p>9:45 AM Stage Trends in Reader Revenue Matt Lindsay (Mather) Tim Franklin (Northwestern) Moderator - Jim Wall</p> <p>10:30 AM Expo Hall Business Partner Breakouts</p> <p>11:00 AM Stage Explosive Digital Growth Grant Belaire (McClatchy) & Kelli Dakake (Hearst) Moderator - Athena Killeen</p> <p>11:45 AM Stage Payment Optimization to Increase LTV Paul Larsen and team Moderator - Pat Leader</p> <p>12:30 PM Stage Digital Reporting & Validation Kevin Rehberg (AAM) Moderator - Maria Ravera</p> <p>12:55 PM Wrap Day 1</p>	<p>Title Sponsor: Inka Solutions</p> <p>8:55 AM Stage Welcome</p> <p>9:00 AM Stage Keynote Jeff Light, San Diego Union Tribune Moderator - Kelly Rizzi</p> <p>9:30 AM Stage Emerging Solutions in Technology Mark Medici, San Antonio Express-News Curtis Huber, Seattle Times Moderator - Dan Fabela</p> <p>10:15 AM Expo Hall Business Partner Breakouts</p> <p>11:15 AM Session Audience Track AI Automation with Voiceport & Robert Rivera Moderator: Cherrisse Johnson Distribution Track Carrier Recruitment Moderator - Troy Niday</p> <p>11:45 AM Session Audience Track Email Marketing Case Studies with Inka Solutions & Bruce Alder, Tyler Pisani & Todd Tanaka Moderator - Pat Leader Distribution Track Case Studies in Route Optimization with Carl Noennig and Dwayne Giron Moderator - Troy Niday</p> <p>12:15 PM Networking</p> <p>12:30 PM Stage Legal Update: Data Privacy & Consumer Law Amy Lawrence / Rob Herrington Moderator: Jim Wall</p> <p>1:15 PM Stage Newsroom Digital Growth Lauren Gustus, Salt Lake Tribune Rick Green, Press Democrat Rob Curley, Spokesman-Review Moderator: Troy Niday</p> <p>2:00 PM Session Happy Hour</p>	<p>Title Sponsor: OSG</p> <p>8:55 AM Stage Welcome</p> <p>9:00 AM Stage Keynote Peter Doucette, Philadelphia Inquirer Moderator - Melvina Ponzio</p> <p>9:30 AM Stage Digital Engagement & Text Message Marketing Phil Schroder (McClatchy) & Saher Merchant (Dallas Morning News) Moderator - Dan Fabela</p> <p>10:15 AM Stage Lifetime Awards Presented by Jeff Ferrazzano</p> <p>10:30 AM Expo Hall Business Partner Breakouts</p> <p>11:00 AM Session Audience Track Audience conversion strategies with Wunderkind's Matt Zepernick Distribution Track Maximizing Single Copy with RaMeka Johnson, Chicago Tribune</p> <p>11:30 AM Session Hot Ideas/Best of the Best Jim Wall</p> <p>12:00 PM Session GWAA Annual Business Meeting Election, State of GWAA, Looking ahead to 2022</p> <p>12:30 PM Closing Remarks Maria Ravera</p>