

JOIN US IN NEW ORLEANS!

APRIL 30 –
MAY 3 2017

mediaXchange

EXPERIENCE THE "FUTURES OF NEWS".

There are many ways news media are positioned to excel through technology and innovation, as well as providing high-quality journalism and engaging with local communities. These are the *futures* of news.

mediaXchange 2017 is about giving news organizations the best tools and insights to find their own futures.

This year we are introducing a brand new mediaXchange experience that will offer immense value for many roles at news media publications, making it the premiere annual event for news media.

This year's conference also coincides with the annual New Orleans Jazz Fest!

EVENT HIGHLIGHTS:

- Audience development sessions
- **Table Talks:** Deep dives into more focused areas of interest
- **Innovation Stage:** For the latest technologies and innovations in print and digital publishing
- Sponsors and exhibitors: Offering creative solutions for the news media industry
- 4th Annual Accelerator Pitch program
- One-on-one advertiser meetings

FEATURED TOPICS:

Pick and choose the sessions that are most relevant to you and your business.

- Fighting fake news
- Audience development
- Cracking down on ad blocking
- Advances in mobile-friendly advertising
- Innovation generating revenue for publishers

AT MEDIAXCHANGE, GET THE LATEST:

- Strategies for growing audience and revenue
- Innovative technologies being utilized in print and digital media
- Industry research and trends affecting your business
- Plus, take advantage of invaluable networking opportunities.



www.newsmediaalliance.org/events/mediaXchange

WHO SHOULD ATTEND?

- Executive Leadership
- Publishers
- Editors

TEAM MEMBERS IN:

- Advertising
- Marketing & Communications
- Social Media

Hear from the Leading Experts on Topics Important to You

We have confirmed an impressive line-up of leaders and innovators to provide insights from inside and outside the industry. These dynamic speakers will get you thinking in new and different ways!

CONFIRMED KEYNOTE SPEAKERS:

- **Mitch Joel**, best-selling author and digital marketing expert
- **Jonathan Perleman**, former VP of Motion Pictures at BuzzFeed and former Global Lead for Industry Relations at Google
- **Paul Taylor**, former EVP of Special Projects for the Pew Research Center, now author and generational expert - "Changing Demographics and Opportunities in Journalism"

New speakers and sessions are being confirmed regularly!

REGISTRATION:

Our best, "Early, Early Bird" rate of \$845.00 will be offered until **January 17, 2017**, after which the rates increase.

We are also offering **group discounts** for the first time this year to organizations that send groups of 3 or more from the same newspaper or company – so take advantage of this offer and send your entire team!

Don't miss this opportunity to experience Jazz Fest, sample delicious Cajun cuisine and more!

Register now: https://www.newsmediaalliance.org/nma_event/mxc17-registration/

*Only Alliance members are eligible to attend mediaXchange. If you are not a member of the News Media Alliance and are interested in membership, please contact Member Services at membership@newsmediaalliance.org.



SEE YOU THERE

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MARRIOTT FRENCH QUARTER | NEW ORLEANS, LA