



mediaXchange 2017, New Orleans, April 30 - May 3, program **as of February 17, 2017**  
New Orleans Marriott, 555 Canal Street, New Orleans, LA, 70130

*Program tentative and subject to change. Session locations will be added at a later date.*

## **SUNDAY, APRIL 30**

1:00 - 8:00 pm	Registration Opens	3rd floor, outside Grand Ballroom
1:00 - 8:00 pm	Exhibit Set-up	3rd floor, Grand Ballroom
6:00 - 8:00 pm	Opening Reception sponsored by The Advocate (Presenting)	Exhibit Area, Grand Ballroom - 3rd floor

## **MONDAY, MAY 1**

7:00 am - 5:00 pm	Registration	3rd floor, Grand Ballroom
8:00 am - 5:30 pm	Exhibits	3rd floor, Grand Ballroom
8:00 - 9:00 am	Continental Breakfast/Networking with Exhibitors	3rd floor, Grand Ballroom
7:30 - 9:00 am	Advertiser Meetings	6th and 7th floors
9:00 - 9:30 am	<b>Welcome, News Media Alliance Business</b> Tony Hunter, Chairman, News Media Alliance David Chavern, President & CEO, News Media Alliance The Honorable Mitch Landrieu, Mayor of New Orleans (invited)	Main stage, 3rd floor, Grand Ballroom
9:30 - 10:00 am	<b>Keynote: Algorhythm</b> Mitch Joel, President, Mirum	Main stage, 3rd floor, Grand Ballroom
10:00 - 10:30 am	<b>Facebook (invited)</b>	Main stage, 3rd floor, Grand Ballroom
10:30 - 10:45 am	<b>Break</b>	3rd floor, Grand Ballroom



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10:45 - 11:30 am	<b>ROI: How Newspapers Ring the Cash Register for Retailers</b> Howard L. Griffin, Senior Vice President, Gannett National Sales Dr. Jef Richards, Chairman, Advertising & Public Relations Dept., Michigan State University	Main stage, 3rd floor, Grand Ballroom
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*Monday, May 1 cont'd.)*

10:45 - 11:30 am	<b>Presentation /Sponsor Pitch</b>	
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11:30 - 1:00 pm	<b>Table Talks</b> ROI: Dr. Jef Richards, Chairman, Advertising & Public Relations Dept., Michigan State University Ad Networks/Programmatic Podcast Revenue VR/AR Developments in the Digital Replica Edition: Technavia Staff AAM's Brandview: Preparing for Launch. AAM staff & McClatchy Exec TCPA Compliance & Opportunities: FCC Attorney Eric Allen & TCN Staff Advertising Trends: Kantar Media	3rd floor, Grand Ballroom
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12:00 - 2:00 pm	<b>Lunch</b> (food and beverage all day)	3rd floor, Grand Ballroom
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12:30 - 3:30 pm	<b>Advertiser Meetings</b>	6th and 7th floors
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1:00 - 2:00 pm	<b>Audience Development: Monetizing with High Integrity Metrics</b> Daniel E. Schaub, Corporate Director of Audience Development, McClatchy (moderator) Tom Drouillard, CEO Alliance for Audited Media : New Products and Platforms Dr. Fou: Independent Cybersecurity and Ad Fraud Researcher: The Quality Value Proposition	Main stage, 3rd floor, Grand Ballroom
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1:30 - 2:15 pm	<b>Sponsor Presentations</b>	Innovation Stage
1:30 - 2:15 pm	<b>Table Talks</b> Diversity, Hispanic: API / Public Policy Culture, Generational: API / Public Policy	3rd floor, Grand Ballroom
2:00 - 2:15 pm	<b>Break - snacks and beverages</b>	3rd floor, Grand Ballroom
2:00 - 2:30 pm	<b>Audience Development: Building Reader Engagement/Proven Strategies</b> Rich Handloff, Washington Post Heather Williams, Regional Vice President, Audience Development, McClatchy Melody Nelson, Retention & Engagement, McClatchy	Main stage, 3rd floor, Grand Ballroom
2:30 - 3:00 pm	<b>Accelerator Pitch</b>	Main stage, 3rd floor, Grand Ballroom
3:00 - 3:45 pm	<b>Audience Development: Capturing Audience and the Engagement Funnel</b> Paul Marok, Director, Data Analytics & Pricing, Advance Central Services Patrick Tornbee, Newsday	Main stage, 3rd floor, Grand Ballroom
3:45 - 4:30 pm	<b>Table Talks</b> The Quality Value Proposition - Dr. Fou: Independent Cybersecurity and Ad Fraud Researcher AAM New Products and Platforms - Tom Drouillard, CEO Alliance for Audited Media The Data Audience Database & The Engagement Funnel – Heather Williams The WVP Loyalty Programs & Proven Retention Tactics- Rich Handloff Washington Post Data Directed Acquisition Strategies – Paul Marok Advance Central Services & Mather Economics Communicating with Readers to Build Engagement – Melody Nelson McClatchy Engagement with the E-Edition - Technavia Staff & Newspaper Audience Exec Advertising Trends: Kantar Media	3rd floor, Grand Ballroom



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3:30 - 4:45 pm	Advertiser Roundtables	Mardi Gras DE Ballroom
5:00 pm	Networking Reception - sponsored by Alliance for Audited Media	Exhibit Area, 3rd floor Grand Ballroom

## **TUESDAY, MAY 2**

7:00am - 5:00 pm	Registration	3rd floor, Grand Ballroom
7:30 - 9:00 am	Advertiser Meetings	6th and 7th floors
8:00 - 10:00 am	Breakfast	3rd floor, Grand Ballroom
8:00 am - 4:30 pm	Exhibits	3rd floor, Grand Ballroom
8:50 - 9:00 am	Associated Press	Main stage, 3rd floor, Grand Ballroom
9:00 - 10:00 am	Keynote: Content as a Proxy for Communication: How to Grow Your Business With Shareable Content Jonathan Perelman, Head of Digital Ventures, ICM Partners	Main stage, 3rd floor, Grand Ballroom
8:45 - 10:00 am	Keynote: Changing Demographics and Opportunities in Journalism Paul Taylor, Head of Development, Essential Media	Main stage, 3rd floor, Grand Ballroom
11:00 - 11:30 am	Members with Momentum	Main stage, 3rd floor, Grand Ballroom



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11:30 - 12:45 pm	<b>Table Talks</b> Event Revenue Native Success Podcast Revenue Developing the Distributor Model - Bill Reynolds, Denver Post Implementing a Customer intelligence strategy – Daniel Williams LEAP National Distribution Partnerships – Michael Otero, New York Times Smarter Strategies for Content Marketing – Jeff Soderman, API Digital sales at the Los Angeles Times & Selling data intelligence – Gary Olszewski	3rd floor, Grand Ballroom
12:00 - 2:00 pm	Lunch (all-day food & beverage)	3rd floor, Grand Ballroom
12:30 - 4:00 pm	Advertiser Meetings	6th and 7th floors
12:45 - 1:15 pm	Google (invited)	Main stage, 3rd floor, Grand Ballroom
1:15 - 2:00 pm	Audience Development: Leveraging the Brand Across Markets & Platforms Moderator: Jerry Hill, Gannett	Main stage, 3rd floor, Grand Ballroom
1:30 - 2:15	<b>Table Talks</b> Platforms (various)	3rd floor, Grand Ballroom
2:00 - 3:00 pm	Audience Development: How to Drive Subscriptions Through Smarter Strategies for Content & Analytics Moderator: Jeff Soderman Deputy Director, American Press Institute	Main stage, 3rd floor, Grand Ballroom
3:00 - 4:00 pm	Audience Development: Cost Effective Service Improvements Michael Otero, Director, National Home Delivery, New York Times Bill Reynolds, Senior Vice President, Operations, Denver Post Bill Nagel, SVP, Cox Media Group	Main stage, 3rd floor, Grand Ballroom



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3:45 - 4:30 pm	<b>Customer Intelligence Strategies that Build Audiences Across Platforms</b> Moderator: Gary Olszewski , Los Angeles Times	Main stage, 3rd floor, Grand Ballroom
4:30 pm	<b>Conference Hall closes</b>	
5:00 - 6:30 pm	<b>Closing Reception</b> Crystal Bell Award Presentation	

## **WEDNESDAY, MAY 3**

7:30 - 12:00 pm	<b>Advertiser Meetings</b>	6th and 7th floors
12:00 pm	<b>Conference Ends</b>	