

FRIDAY MAY 22 | TORONTO | 2015 NATIONAL CONFERENCE

NEWSPAPERS CANADA | ONTARIO COMMUNITY NEWSPAPERS ASSOCIATION

Program Schedule

v8, page 1

THURSDAY, MAY 21		
DAYTIME		Board Meetings and Annual General Meetings
8:00 PM	10:00 PM	Welcome Reception – Join your industry colleagues for this exclusive conference reception.
10:00 PM	1:00 AM	Hospitality Suite – Meet and exchange ideas with friends and colleagues.
FRIDAY, MAY 22		
8:00 AM	9:25 AM	<p>8:00 AM – Breakfast</p> <p>8:30 AM – Welcome, Introductions and Opening Keynote Address: “The Changing Face of Newspapers”</p> <p><i>Speaker: Paul Godfrey, C.M., O.Ont., President and Chief Executive Officer, Postmedia Network Inc.</i></p> <p>Paul Godfrey was appointed President and Chief Executive Officer of Postmedia Network Inc., Canada’s largest publisher of paid English-language daily newspapers, on July 13, 2010. Prior to Postmedia Network, Mr. Godfrey served as President and CEO of the National Post, President and CEO of the Toronto Blue Jays Baseball Club, and spent 16 years with Sun Media Corporation, eventually taking the role of President and CEO. Mr. Godfrey has a proud record of public service including a record four terms (11 years) as the Chairman of the Municipality of Metropolitan Toronto. He serves on the board of Cargojet Income Fund, is Vice Chair of Baycrest Centre for Geriatric Care, and is the co-founder, along with his wife Gina, of The Herbie Fund.</p>
9:30 AM	10:30 AM	<p>Idea Exchange: 6 seven-minute presentations on newspaper success stories and case studies</p> <p><i>Moderator: Sandy MacLeod, COO, Print, Toronto Star</i></p>
10:30 AM	11:00 AM	30-minute coffee break with speakers in trade show area
11:00 AM	12:00 Noon	<p>Idea Exchange: 6 seven-minute presentations on newspaper success stories and case studies</p> <p><i>Moderator: Sandy MacLeod, COO, Print, Toronto Star</i></p>
12:00 Noon	12:30 PM	30-minute break with speakers in trade show area
12:30 PM	1:55 PM	<p>Luncheon and Keynote Address: “5 Truths, 4 Paradoxes & The Value of Relationship Newsonomics”</p> <p><i>Keynote Speaker: Ken Doctor, Media Analyst, Newsonomics, and author, Newsonomics: Twelve New Trends That Will Shape the News You Get</i></p> <p>The years 2016 to 2020 will spell success, or otherwise, for news media transformation. Media analyst Ken Doctor separates fact from fiction and speaks to how media's unique relationship to readers and merchants—augmented by smart use of analytics and Little Data—is the key differentiator going forward.</p> <p>Ken Doctor is an analyst with a ringside seat at the greatest story ever told about the global news media industry. As a speaker and consultant, Ken works with media globally, advising on new sustainable business models of contemporary journalism. In that work, he focuses on the many issues and opportunities offered by the transformation of news and consumer media.</p>

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2:00 PM	2:35 PM	<p>PUBLIC POLICY/HR TRACK:</p> <p>Civic Engagement</p> <p>The role of newspapers in encouraging civic engagement and helping Canadians to better understand and contribute to the democratic process.</p>	<p>REVENUE TRACK:</p> <p>Canadian Newspapers in 2015: The Best Ads! The Latest Research!</p> <p><i>Speaker: Suzanne Raitt, Senior Vice-President, Chief Marketing Officer, Newspapers Canada</i></p> <p>Exciting new research on growth in devices used to access newspapers, flyers and more. See some of the best examples of the most innovative newspaper ads in print, web, tablet and phone—from Canada and around the world.</p>	<p>COMMUNITY NEWSPAPERS TRACK:</p> <p>This half-day moderated session is for community newspaper staff to talk about the issues that they care about most. Topics may include:</p> <ul style="list-style-type: none"> • Growing circulation • Local retail advertising • Canada Post • Canadian Heritage 	<p>EDITORIAL TRACK:</p> <p>Mobile First News Strategy: Covering breaking news for multiple platforms</p> <p><i>Speaker: Val Hoepfner, CEO, Val Hoepfner Media & Consulting, LLC</i></p> <p>If it doesn't work on mobile, it doesn't work. Learn to cover breaking news for multiple platforms including mobile, web, tablet and print. This session covers what to break for mobile, how to add multimedia elements from the field and how to expand the story for tablet and print readers.</p>
2:40 PM	3:15 PM	<p>Public Affairs Updates</p> <p>Hear the latest developments on two key public affairs issues for the newspaper industry.</p> <ul style="list-style-type: none"> • Recycling <p><i>Speaker: John Hinds, Chief Executive Officer / Jason Grier, Senior Advisor, Policy and Public Affairs, Newspapers Canada</i></p> <ul style="list-style-type: none"> • National Media Council <p>Learn what this ground-breaking initiative will mean for Canadian media.</p>	<p>Selling to Small- to Medium-Sized Businesses in Today's Competitive Digital Landscape</p> <p><i>Speaker: Amie Stein, Training & Development Director, Local Media Association</i></p> <p>Advertisers of all sizes are increasingly curious about what digital can do for them. Amie will show social prospecting techniques for sales teams of all sizes, the role of needs analysis, social selling, tactical approaches to selling to SMBs, and how to create your own revenue-generating advertiser workshops.</p>	<p>Short and Smart: Mobile Video Storytelling</p> <p><i>Speaker: Val Hoepfner, CEO, Val Hoepfner Media & Consulting, LLC</i></p> <p>Demand for short, timely video is high on all news web sites. In this session you will learn how to shoot three of the most common types of short videos with a smart phone or tablet. The focus is on 30-60 second video that requires no or very minimal editing and can be posted quickly.</p>	
3:15 PM	3:45 PM	30-minute coffee break in trade show area			

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3:45 PM	4:20 PM	<p>10 Hot Points in Human Resources</p> <p><i>Speaker: Lise Maclean, CHRP, CHRL</i></p> <p>Human resources is very much in the news these days. Talent shortages, sexual harassment, duty to accommodate, workplace violence, social media recruitment, workforce analytics, virtual work teams and employer branding are just some of the buzzwords floating in HR professional circles and mainstream media. This presentation will include a whirlwind tour of HR trends that will interest all employers, whether large or small.</p>	<p>Monetizing Native Advertising, Social Media, Mobile and Video</p> <p><i>Speaker: Amie Stein, Training & Development Director, Local Media Association</i></p> <p>Discover tactics and best practices for generating revenue from these emerging categories. Learn about the movement to these increasingly popular solutions, and how to create and implement them at your newspaper.</p>		<p>Your Mobile Office: Apps for journalists who work and publish in the field</p> <p><i>Speaker: Val Hoepfner, CEO, Val Hoepfner Media & Consulting, LLC</i></p> <p>This workshop will focus on helping reporters work and publish in the field with smart phones and tablets. We will explore some of the best apps on the market to write, edit and send stories, photos, audio interviews and documents. We will also look at equipment that will help make the most of your mobile technology.</p>
4:25 PM	5:00 PM		<p>Revenue-Generating Event Marketing</p> <p><i>Speaker: Amie Stein, Training & Development Director, Local Media Association</i></p> <p>Create and implement revenue- and audience-generating events and promotions in markets of all sizes.</p>		<p>Your Digital Audience and How to Engage Them</p> <p><i>Speaker: Val Hoepfner, CEO, Val Hoepfner Media & Consulting, LLC</i></p> <p>Technology has changed the way your audience consumes content. It has also broadened the scope of your audience. Learn about your digital and mobile audience and how best to engage them. This session looks at real time analytics, social media and digital/ mobile publishing strategies.</p>
5:00 PM	5:30 PM	<p>Cocktails with sponsors</p>			
EVENING		<p>National Newspaper Awards Reception and Gala <i>(separate ticketed event)</i> OCNA Better Newspaper Awards Reception and Gala <i>(separate ticketed event)</i></p>			
10:00 PM	1:00 AM	<p>Hospitality Suite – Meet and exchange ideas with friends and colleagues.</p>			