

## *Agenda*

*2014 WCP Fall Publishers Summit - Wednesday October 1, 2014*

- 10:00 AM Welcome - Review Agenda - Updates*
- 10:15 - 11:15 AM Genia Stevens-Digital Expert-Monetizing Social Media*
- 11:15 - Noon Open Forum with Genia*
- (Bring your marketing questions/challenges regarding Social Media)*
- Noon - 1:00 PM Lunch & Networking*
- 1:15 - 2:30 PM Innovative Idea Exchange*
- 2:30 - 4:00 PM Publishers Roundtables - Moderated by Greg Birkett*
- Generating New Revenue \* Replacing Classified Revenue*
- Selling Print in Digital World \* Driving Readership*
- Cut Expenses w/o cutting Employee \* Carrier vs Mail*
- 4:00 PM Closing Remarks - Announce Innovative Idea Exchange*
- Winners \* Announce WCAN Contest Winners*

*New Glarus Brewery 2400 State Hwy. 69, New Glarus*

*New Glarus Hotel 100 6<sup>th</sup> Ave., New Glarus, WI*

*The Chalet Landhaus Inn 801 WI Hwy. 69, New Glarus*

