

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 6th Ave., New Glarus, WI

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