

2019 N.E.A.C.E. Fall Conference

The Hotel Northampton, Northampton, MA

“Challenging the Status Quo”

Thursday November 14th, 2019

- 8:00 am - 8:30 am **Continental Breakfast** - Conference Room foyer
Conference Registration - Main Lobby - Ed Winters, NEACE Treasurer and John Brennan, NEACE Secretary
- 8:30 am – 9:15 am **Welcome to the Fall Conference**
Amy Cahillane, Executive Director Downtown Northampton Association
Conference Outline – Lori Rahill, NEACE Executive Vice President
Invocation - Warren Dews, NEACE President
Thank you to our Valued Sponsors – Bob Mahoney, NEACE Vice President
- 9:15 am – 10:00 am **“Audience Engagement through Loyalty Rewards”**
John Newby, Founder of the Media 360 Alliance
- 10:00 am -10:15 am **Coffee Break** - Conference Room foyer
- 10:15 am -11:00 am **“Participation in Google Subscription Accelerator Lab and Consolidation of Maine’s Print Media”**
Lisa DeSisto, CEO of Maine Today Media
- 11:00 am – 11:15am **“NEACE Membership Update”**
Kevin McGue, NEACE Director Membership
Tom Carney, NEACE Director NEACE.com and Social Media
- 11:15 am – 12:00pm **“The Rationale behind the Decision to Build a New Production Facility and a Progress Report”**
David Sangiorgio, Concord Monitor Newspapers of New England
- 12:00 pm - 1:00 pm **Lunch (Wiggins Tavern)**
- 1:15 pm – 2:00 pm **“Panel Discussion on Events Management”**
Guest panelists: Ceylon Frett, Dennis Jeter, Ticket Mambo, Greg Lewis, Hartford Courant
Moderator: John Harrison, N.E.A.C.E Vendor Liaison
- 2:00 pm – 2:45 pm **“New Revenue Streams”**
Mark Vinciguerra, Publisher/President Capital Region Independent Media
National Press Institute for Audience Growth
- 2:45 pm – 3:00 pm **Coffee Break & Thanks to our Valued Sponsors**
Bob Mahoney, NEACE Vice President
- 3:00pm – 3:45pm **“What’s New in the World of Digital”**
Ernesto Burden, General Manager at Newspapers of New England
- 3:45pm – 4:00 pm **Final Comments – Lori Rahill**
Adjourn