

CONVENTION AGENDA

Wednesday, Aug. 10, 2022

3:00 – 5:00 P.M. EXHIBITOR SET-UP

Thursday, Aug. 11, 2022

7:30 A.M. – 7:00 P.M. **REGISTRATION DESK OPEN**
Registration and Exhibitor Hall - Sponsored by Daily Herald Group

7:30 – 10:00 A.M. **CONTINENTAL BREAKFAST**
Sponsored by Our-Hometown

8:30 A.M. – 6:00P.M. **EXHIBITOR BOOTHS OPEN**
Come meet and mingle with other members and visit several vendors' booths. Play trivia with the help of our vendors and get your name entered into a drawing for some fantastic prizes!

9:00 - 9:45 A.M. **PRINT & DIGITAL DO MIX!**
Moderator: Charity Huff, CEO of January Springs
Panelists: Jason Hegna, vice president of Sales, Shaw Media; James Bengfort, associate publisher, Illinois Times and John Galer, owner/publisher, Hillsboro Journal Inc. (7 weekly newspapers)

Charity Huff Jason Hegna John Galer James Bengfort



Learn from newspapers that are selling print & digital together and having success. The panel will cover why you need to have digital with print products. They will discuss digital products they offer, what their biggest challenges are and how they overcome it. The panel will also cover how to sell print & digital together and where their greatest success has been with selling both together.

Sponsored by January Spring

9:45 – 10: 00 A.M. **BREAK**

10:00 – 11:25 A.M. **POWER SESSIONS** (*attendees choose 3 sessions to attend each session is 25 minutes*)
Print and Digital Do Mix – Continues · New Revenue Opportunities for Weekly Newspapers · Breathe New Life into Old Ideas · Sales Pro Tips · Selling with Illinois Press Advertising Services · Success with Events · Selling Audience
Sponsored by ASK-CRM

10:00 – 11:00 A.M. **IPF BOARD MEETING**

11:30 - 2:00 P.M. **IPA ADVERTISING AWARDS LUNCHEON AND DESSERT AUCTION**
Auctioneer: Bill Beck
Advertising Awards Luncheon - Sponsored by Ameren
Dessert Auction - Sponsored by AdCellerant

2:15 - 3:15 P.M. **REVENUE IDEA EXCHANGE**



That's My Idea! Great ideas to take home and implement.

Sponsored by Advantage Newspaper Consultants

3:15 - 3:30 P.M.

REFRESHMENT BREAK

Sponsored by Metro Creative Services

3:30 - 4:55 P.M.

POWER SESSIONS (*attendees choose 3 sessions to attend each session is 25 minutes*)
Need More Local Editorial Coverage? · Capitol News Illinois · Advertising/Editorial Legal Topics · Sales Prep · Meet the Media Buyer · Covering Climate Change in Your Community · IPA/IPF Website Initiative · Readership and Revenue Project · Selling with Illinois Press Advertising Services · Using Goggle Tools in Reporting

Sponsored by PAGE Cooperative

6:00 - 7:00 P.M.

CHAIRMAN'S RECEPTION

A fun reception with hors d' oeuvres and cocktails. Meet and reconnect with other members and vendors.

Sponsored by Illinois Farm Bureau

7:00 – 9:00 P.M.

CELEBRATION DINNER

Governor JB Pritzker and Darren Bailey have been invited to appear at the Thursday evening and Friday morning sessions, for a discussion with John Shaw, the director of the Paul Simon Public Policy Institute at SIU Carbondale.

This event also includes the presentation of the Distinguished Service Awards, Craven Award, and Kramer Award.

Sponsored by Illinois Farm Bureau

9:00 P.M.

MORE COCKTAILS!

Friday, Aug. 12, 2022

7:30 – 10:00 A.M.

CONTINENTAL BREAKFAST

Sponsored by Shaw Media

7:30 A.M. – 2:00 P.M.

REGISTRATION DESK OPEN

Registration and Exhibitor Hall - Sponsored by Daily Herald Group

7:30 – 7:45 A.M.

IPA ANUAL GENERAL MEETING

8:00 A.M. – 9:00 A.M.

IPA BOARD MEETING

8:00 – 9:00 A.M.

ADVERTISING COMMITTEE MEETING

8:00 – 9:00 A.M.

IAPME BOARD MEETING

8:30 – 11:30 A.M.

EXHIBITOR BOOTHS OPEN

9:00- 9:45 A.M.

EDITORIAL SESSION

Governor JB Pritzker and Darren Bailey have been invited to appear at the Thursday evening and Friday morning sessions, for a discussion with John Shaw, the director of the Paul Simon Public Policy Institute at SIU Carbondale.

Sponsored by Law Bulletin Media

9:45 - 10:00 A.M.

BREAK

10:00 – 11:30 A.M.

IAPME AWARDS

This event includes the IAPME annual awards announcements and the Lincoln League Award presentation.

10:00 - 11:30 A.M.

POWER SESSIONS (*attendees choose 3 sessions to attend each session is 25 minutes*)

Ag News Service from Illinois Farm Bureau, Illinois Press Association · Power Pressures: What Your Readers Need to Know About Impacts on Energy Prices, Availability · Editorial Legal Topics · IPA/IPF Website Initiative · Addressing News Literacy in Your Non-Daily Newspaper · Applying Daily Practices in a Non-Daily Newsroom

Sponsored by Advantage Informatics

11:30 – 2:00 P.M.

IPA EDITORIAL AWARDS LUNCHEON

Sponsored by Ameren