



2021 Great Western Audience Development Summit

Virtual Summit Program Guide

	Wednesday 6/23/21	Thursday 6/24/21	Friday 6/25/21
	VoicePort Stage	Inka Stage	OSG Stage
9:00 AM	President's Welcome		Keynote
9:15 AM	Keynote - Jodie Hopperton (INMA) Product Initiatives in the News Industry		
9:30 AM	Moderator - Troy Niday	Expo Hall	Stage: Digital Engagement & Text Message Marketing Phil Schroder (McClatchy) & Saher Merchant (Dallas Morning News) Moderator: Cherisse Johnson
9:45 AM	Stage - Digital Transformation/Trends Matt Lindsay (Mather) & Tim Franklin (Northwestern) Moderator - Jim Wall		Networking
10:15 AM			
10:30 AM	Networking	Networking	GWAA Annual Business Meeting (Ravera) Lifetime Awards
10:45 AM	Expo Hall Business Partner Breakouts		
11:00 AM		Keynote - Jeff Light San Diego Union Tribune Editor & Publisher Moderator - Kelly Rizzi	Session - Choice of Two Audience Track - Optimizing Payments Roundtable (Leader) Distribution Track - Fully Leveraging Distribution (Binkley)
11:15 AM	Stage - Payment Optimization to Increase LTV Paul Larsen and team Moderator - Pat Leader		
11:30 AM		Stage: Emerging Solutions in Technology Mark Medici (San Antonio) & Curtis Huber (Seattle) Moderator - Dan Fabela	Expo Hall Business Partner Breakouts
11:45 AM	Stage - Explosive Digital Growth Grant Belaire (McClatchy) & Kelli Dakake (Hearst) Moderator - Athena Killeen		Session - Choice of Two Audience Track - Winning Ideas (Wall) Distribution Track - Maximizing Single Copy (Wasser)
12:00 PM		Session - Choice of Two Audience Track - AI Automation with Voiceport (Johnson) Distribution Track - Carrier Recruitment (Niday)	
12:15 PM			Stage - Subscription Economy Closing Speaker
12:30 PM	Stage - Digital Reporting & Validation with AAM Kevin Rehberg Moderator - Jaime Foster	Speed Networking	
12:45 PM			
1:00 PM	12:55 // Wrap Up Day 1 - Jaime Foster	Session - Choice of Two Audience Track - Email Marketing Case Studies with Inka Solutions (Leader) Distribution Track - Route Optimization with RouteSmart & CarrierTrak (Rivera)	12:55 // Closing Remarks - Maria Ravera
1:15 PM			
1:30 PM		Stage - Legal Update Privacy & Subscriptions Amy Lawrence / Rob Herrington Moderator: Jim Wall	
2:15 PM		Stage - Newsroom Digital Growth Lauren Gustus / Rick Green / Rob Curley Moderator: Troy Niday	
3:00 PM		Happy Hour Best of the Best Winners Announced	