

# MEQUODA GOLD MEMBER SUMMIT

**SEPT. 16-18, 2015**

University of Massachusetts Club  
Boston, MA

- **Engage**, one on one, in person, with Mequoda's operating team.
- **Discover** the megatrends that are shaping multiplatform publishing.
- **Network** and forge connections with an elite group of peers.
- **Learn** the strategies and techniques that have helped your peers build publishing empires.
- **Meet** Mequoda Masters who have paved the way for today's millionaire publishers.
- **Acquire** Mequoda best practices for the newest publishing platforms, advertising, audience development, content development, new product generation and more.
- **Bring** your toughest challenges and have them addressed in an engaging, interactive forum.
- **Take home** practical, actionable new ideas for growing your business.
- **Reinvigorate** your staff and yourself with fresh ideas and new directions.
- **Boston**. Need we say more?

---

Register today at  
[MequodaSummit.com](http://MequodaSummit.com)

Presented by:



Summit

## The Mequoda Summit 2015

### An unprecedented learning and networking event

Dear Gold Member,

Just a few short years ago, we were discussing the distant possibilities of digital magazines, the latest trends in banner ads and the new marketing frontiers of Facebook and Twitter.

How the industry has advanced.

As you may know, the Mequoda team is dedicated to the study of relevant trends in publishing, to better serve our clients. And every year, we gather with all of our Gold Members to update you on everything we've learned, answer your questions, and facilitate networking among the smartest multiplatform publishers on the planet – the Mequoda Gold Members.

Every year we identify the digital publishing trends that you must understand – all of them very different from the things we've discussed in the past – and we're excited to present our findings to you. As always, every discussion includes input from experts on the topic, as well as wide-open opportunities to share your own thoughts and questions.

The goal of the 2015 Mequoda Gold Member Summit is to help you grow your business, leverage innovation and become a wealthier publisher.

Bringing together our forward-thinking Gold Members and our Mequoda team in one place makes for a completely unique gathering. There is simply no other event where you can network with your peers and your Mequoda team in a face-to-face environment!

And because so many of you have new or recently-promoted team members who would benefit from a briefing on the complex Mequoda Method, we're now offering a pre-Summit Audience Development Workshop on Google keyword research, social media marketing, and Google analytics. So, now you can help your team members contribute to your bottom line by bringing them to this event!

As always, we'll also be presenting awards to a new Mequoda Master and announcing this year's Rocket Award winner ... either of which could be you!

Please browse this brochure to get all the details. You just can't beat this opportunity to spend time with this elite group of successful and wealthy multiplatform publishers.

So please join us in historical Boston this September for a truly eye-opening experience. I look forward to seeing you there!



Don Nicholas  
CEO, Mequoda Group

PS: Check out our agenda: It's focused on the profitable trends you want to know about.

PSS: Boston in September is glorious. We look forward to enjoying it with you.

#### GOLD MEMBER ORGANIZATIONS

Active Interest Media  
Biblical Archaeology Society  
Business & Legal Resources  
Center for Science in the Public Interest  
Dagga Boy Enterprises  
Ebner Publishing International  
EH Publishing  
Farm Progress Companies  
Natural Health Advisory Institute  
Magna Publications  
Metro Parent Publishing Group  
Oxford Media Group  
Program on Negotiation at Harvard Law School  
Prime Publishing  
Psychotherapy Networker  
Remonsy Investment Network  
Revolution Golf  
Sovereign Media  
The Successful Investor  
Vida y Salud Media Group  
Wealthpire



## Wednesday, Sept. 16

### Pre-Summit Audience Development Workshop

9:00-3:00

Audience Development Workshop

## Thursday, Sept. 17

### Mequoda Gold Member Summit 2015, Day 1

9:00-5:30

Welcome and Industry Overview

Mequoda Advisory Board: Gold Member Benchmarks

Content Strategy

Audience Development Strategy

Revenue Strategy

5:30-6:30

Cocktail reception

6:30-8:30

Mequoda Masters Reception and Awards Dinner – this year’s Rocket Award winners (and how they did it) as well as the Mequoda Masters Hall of Fame inductee.

## Friday, Sept. 18

### Mequoda Gold Member Summit 2015, Day 2

9:00-12:30

Best Practices Update

Mequoda Advisory Board Power Panel

---

“THIS CONFERENCE IS ALWAYS VERY PRACTICAL. IT’S NOT A LOT OF TOP EXECs PROVIDING PROGNOSTICATION. IT DOES CONSIST OF MARKETERS AND EDITORS THAT ARE GROWING BUSINESSES ON THE WEB. SPEAKERS ACTUALLY SHARE CAMPAIGNS AND RESULTS. LOTS OF ACTIONABLE TAKEAWAYS!”

Michelle Rutkowski, Deputy Director for New Media, PA Lottery



Wednesday, Sept. 16

## Pre-Summit Audience Development Workshop

**9:00 AM • Google Keyword Research: Mastering the Power of Search Engine Visibility**

Effective keyword research is a fundamental skill every operator must master to truly understand and capitalize on the search behaviors of your audience. You'll discover how to perform effective keyword research, plus we'll also reveal the most common mistake publishers make in choosing keyword phrases.

Learn the tips and tricks of the Google Keyword Planner, and how to use it to gauge your audience's information needs and map a website's navigation taxonomy.

**BONUS Hands-On Workshop: Topic Analysis**

Attendees will work in small groups in an entertaining composite case study to understand the data and criteria to identify topics and related keywords to include in an editorial calendar and keyword universe.

**10:30 AM • Break****11:00 AM • Social Media Marketing: Using Content to Drive Website Traffic, Sales & Profits**

Blogging and social media are at the heart of online marketing, but few publishers approach them with the discipline and rigor they apply to their direct mail or other marketing programs. We'll discuss the data for monetizing blogs, posts, pins and tweets.

You'll see how you to create a social media campaign using repurposed long-form magazine articles into short-form blog and social media posts to build your audience and generate new sales.

**BONUS Hands-On Workshop: SEO Blogging**

Attendees will work in small groups to outline an SEO blogging campaign. Using the keyword research from the first session, you'll write an optimized blog post headline and lead paragraph, Twitter post and Facebook post promoting online content.

**12:30 PM • Lunch****2:00 PM • Strategic Analytics & Modeling: Learn Which Metrics Really Drive your Financial Success**

Which three digital metrics are the keys to your success? We'll review these, learn the deeper meaning behind them, and examine how to use them to your advantage.

Our analytics expert will show you how to use Google Analytics as a way to monitor the performance of your web and email activity, ecommerce systems, and SEO and link-building efforts.

This session also delivers a simple yet comprehensive way to forecast the future of a publishing business and to help operators understand your role in driving revenues and profits.

**BONUS hands-on workshop: Identifying the assumptions that matter**

You'll manipulate a business model to see how to double, even quadruple a company's revenues. At the end of this workshop, you'll know exactly how to translate our model into your company's actual business activities and how to focus your efforts for maximum results.

---

"ONCE AGAIN, I AM LEAVING THE SUMMIT WITH A HALF-DOZEN IMMEDIATELY ACTIONABLE IDEAS. WELL DONE!"

Carl Kravetz, CEO, Vida y Salud Media Group

## Mequoda Partners

### Don Nicholas, Chief Executive Officer



Don Nicholas, CEO of Mequoda and Lead Consultant, has guided the development of more than 110 successful niche media websites including Consumer Reports, HR Daily Advisor, Investing Daily, Johns Hopkins Health Alerts, Knitting Daily, Program on Negotiation at Harvard Law School and Vida Y Salud. He is an expert in new business development, digital

publishing and Internet marketing. His team's Mequoda Method books, reports and posts were downloaded more than 850,000 times last year. This year more than 100 publishing executives will complete his quarterly Digital Publishing & Marketing Intensive, where they will learn his comprehensive system for digital publishing and marketing.

### Ed Coburn, Chief Content Officer



Ed Coburn, CCO of Mequoda and Lead Consultant, is a veteran operator in the field of niche media, with extensive B2B and B2C operating experience. Previously he was Publishing Director at Harvard Medical School's consumer health media group, co-founder and Managing Director of Circadian Information, Group Publisher at Cutter Information Corp., and

a marketing manager at Cahners Publishing Company. He has deep knowledge of product development, marketing, editorial, publishing technology, organizational development, developing and working with strong brands, and other issues facing publishers. Ed is responsible for shaping and implementing Mequoda's corporate content strategy as well as working with Mequoda clients to develop and implement the Mequoda Method.

### Aimee Graeber, Chief Technology Officer and Lead Architect



Aimee Graeber is Mequoda's CTO and Lead Architect. She is the architect of the Haven Nexus System and manages all system consulting, design, development, maintenance, training and support for clients. She sets and oversees the implementation of Mequoda Best Practices for all hosted

systems. Aimee and her team also work with Mequoda Gold Member Clients to set and oversee the implementation of these Best Practices on websites hosted by our Haven Nexus system. Aimee also works with clients who build and manage their own systems.

### Laura Pittman, Chief Operating Officer



Laura Pittman, COO of Mequoda, is responsible for modeling, budgeting, reporting and analyzing data for Gold Member Clients, working directly with them to help them understand the impact of the Mequoda System on their own businesses. She also works with prospective Gold Member clients in creating five-year proxy models and business

plans. Laura is formally trained as an accountant, and is an expert in computer modeling, reporting and business analysis, and is a specialist in project management, fulfillment system reporting and direct marketing. Laura teaches business analysis and modeling at Mequoda events.

## Mequoda System Directors

### Nancy Horan, Systems Director



As a Mequoda Systems Director, Nancy Horan works with clients in the Mequoda System Management group to help manage, design, build and deliver best practice Mequoda Online Marketing Systems. She is well versed in Mequoda best practices, WordPress, WhatCounts email management software and other software components that connect with the Haven Nexus System.

### Gareth Gunn, Systems Director



Gareth Gunn, a Mequoda Systems Director, is a software engineering expert who works with clients to help manage, design, build and deliver best practice Mequoda Online Marketing Systems. He is also responsible for Mequoda's entire website and its role as a flagship site demonstrating Mequoda best practices to visitors. He is well versed in Mequoda

best practices, systems needs analysis and usability. Component expertise includes WordPress, WhatCounts email management software, integrated e-commerce solutions and other Haven Nexus software components.

## Mequoda Team Members

### Amanda MacArthur, Research Director



Amanda MacArthur is responsible for all the research and articles you read on the Mequoda Daily portal and every email newsletter delivered to your inbox from us. She is also our in-house social media expert and would love to chat with you over on @Mequoda. She has worked with Mequoda for almost a decade, helping to evolve the Mequoda Method through research, testing and developing new best practices in digital publishing, editorial strategy, email marketing and audience development. Amanda is a co-author of our four digital publishing handbooks.

### Norann Oleson, Analytics Manager



As Mequoda's Analytics Manager, Norann Oleson is responsible for preparing and updating the Mequoda proprietary Audience Development Analytics Suite for Gold Member clients. In this capacity, she performs research, creates reports, analyzes results and helps drive traffic for clients.

This makes Norann a master of data and analytics for dozens of business and consumer publishers, with an understanding of more comparable data than any single-company analyst. Norann holds a Google Analytics Individual Certification.

### Julie Ottomano, Operations Manager



Julie Ottomano, Operations Manager for Mequoda, serves as the liaison between Gold Member staff and Mequoda staff. She sets up meetings and coordinates schedules and travel arrangements, while acting as point of contact for directing Gold Member's questions appropriately.

# VENUE

University of Massachusetts Club  
Boston, MA



In the heart of Boston's Financial District, The University of Massachusetts Club, Boston, is the premier spot for private events, social networking and fine dining. The Club fosters a culture of academic, business and social exchange.

#### Closest Airports:

- Boston Logan International Airport (4 miles)
- Worcester Regional Airport (50 miles)
- Manchester-Boston Regional Airport (53 miles)
- TF Green State Airport (58 miles)

A FANTASTIC CITY for discovering FANTASTIC IDEAS.

Join fellow Gold Members at the *Mequoda Gold Member Summit 2015*, Sept. 16-18, 2015 at the University of Massachusetts Club in beautiful and historic Boston! Learn more at <http://www.clubcorp.com/Clubs/University-of-Massachusetts-Club>.

# HOTELS

## Mequoda's preferred hotel:

Club Quarters Hotel  
161 Devonshire St. Boston, MA 02110

Reservations can be made by contacting Member Services: Phone: 203.905.2100

(US) Email: [memberservices@clubquarters.com](mailto:memberservices@clubquarters.com)  
Online: [www.clubquarters.com](http://www.clubquarters.com) (Password: UMASSCLUB)



If you prefer Hilton, Marriott or Starwood hotels, these hotels are also in the vicinity:



Hilton Boston Downtown/  
Faneuil Hall  
89 Broad St. Boston, MA 02110  
Phone: 617.556.0006

Please mention that you are attending an event at the University of Massachusetts Club to get a 15% discount off their best available rate, with a 2-night minimum stay.



Boston Marriott Long Wharf  
286 State St. Boston, MA 02110  
Phone: 617.227.0815



W-Boston Hotel  
100 Stuart St. Boston, MA 02110  
Phone: 617.261.8700





# MEQUODA GOLD MEMBER SUMMIT 2015

UNIVERSITY OF MASSACHUSETTS CLUB  
BOSTON, MA

SEPT. 16-18, 2015

\$997 per person (includes conference materials, meals, and snacks)

\$897 per person for two or more

Gold Members may call 855-830-6006 or email [julie@mequoda.com](mailto:julie@mequoda.com)  
for personal registration services, or fax this form to (774) 759-3002.

[1] Name \_\_\_\_\_

Title \_\_\_\_\_

Email Address \_\_\_\_\_ Phone \_\_\_\_\_

[2] Name \_\_\_\_\_

Title \_\_\_\_\_

Email Address \_\_\_\_\_ Phone \_\_\_\_\_

[3] Name \_\_\_\_\_

Title \_\_\_\_\_

Email Address \_\_\_\_\_ Phone \_\_\_\_\_

Company \_\_\_\_\_ Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

### Payment information

Check enclosed (Please make check payable to Mequoda Group)

Bill me

Charge my credit card

Name \_\_\_\_\_ Credit card # \_\_\_\_\_

Expiration date \_\_\_\_\_ Security code (CCID) \_\_\_\_\_

### Cancellation and refund policy

You may obtain a full refund if you cancel no later than 10 working days prior to the Summit.

### Have questions?

Call (617) 217-2559, 9 a.m.-5 p.m. ET, any business day, or email [julie@mequoda.com](mailto:julie@mequoda.com).

# TOP 10 REASONS TO ATTEND

- **Engage**, one on one, in person, with Mequoda's operating team.
- **Discover** the megatrends that are shaping multiplatform publishing.
- **Network** and forge connections with an elite group of peers.
- **Learn** the strategies and techniques that have helped your peers build publishing empires.
- **Meet** Mequoda Masters who have paved the way for today's millionaire publishers.
- **Acquire** Mequoda best practices for the newest publishing platforms, advertising, audience development, content development, new product generation and more.
- **Bring** your toughest challenges and have them addressed in an engaging, interactive forum.
- **Take home** practical, actionable new ideas for growing your business.
- **Reinvigorate** your staff and yourself with fresh ideas and new directions.
- **Boston**. Need we say more?

MEQUODA GOLD MEMBER SUMMIT 2015  
An unprecedented learning and networking event

Sept. 16-18, 2015  
University of Massachusetts Club  
Boston, MA

MequodaSummit.com

Proud member of:



---

"I CAN MAKE MY COMPANY MORE MONEY BECAUSE I ATTENDED THE MEQUODA SUMMIT."

Kimberly S. Brown, Editor-in-Chief, Blood-Horse Publications