

AUDIENCE DEVELOPMENT

HOW TO THRIVE AND PROSPER IN THE NEW PUBLISHING ENVIRONMENT

SUMMIT 2012

A TWO-DAY MASTER CLASS

Take your digital content marketing to new heights at our New York Summit

Engage your audience • Increase revenue • Activate your brand

> **October 23-25, 2012**

McGraw-Hill Conference Center
New York, NY

- Dozens of Panelists & Case Studies
- Information-Packed Roundtables
- Up-to-Date Industry Best Practices
- **New!** Audience Development Workshop Tuesday, October 23

Hosted by Don Nicholas, Mary Van Doren, Norann Oleson and Nancy Horan

FEATURED KEYNOTES AND SPEAKERS:



Suhler

Palmer

Odeneal

Lapin

Coburn

Nicholas

- > John Suhler, Veronis Suhler Stevenson
- > Andrew Palmer, Cabot Heritage Corporation
- > Gail Odeneal, The Program on Negotiation, Harvard Law School
- > Jeff Lapin, Farm Progress Companies
- > Ed Coburn, Harvard Health Publications
- > Don Nicholas, Mequoda Group

SUMMIT HIGHLIGHTS

> **PRE-CONFERENCE WORKSHOP**

- Audience Development
- Research
- SEO Campaign Management
- Blogging, Social Media & User-Generated Content
- Audience Development Analytics

> **INTERACTIVE SESSIONS**

- Understanding Digital Trends
- Leveraging Digital Video
- Landing Page Optimization
- Using Content to Sell Content
- Email Newsletter Marketing
- Marketing & Selling Digital Subscriptions
- Burning Questions Roundtable
- Audience Development Power Panel
- Mequoda Rocket Awards

**ADVISORY BOARD
ORGANIZATIONS**

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Vida y Salud

Dear Mequoda Colleague,

The evolution of web marketing and digital publishing has left chaos reigning in the marketplace. Change is constant, leaving publishers scrambling for solutions and insight on how to become successful in the digital age, all while contemplating what the future holds.

As Google's algorithm changes leave some publishers reeling, major possibilities are born with the growth of tablets. The mobility of our new world brings an unprecedented value to digital devices and gives us a chance to develop bigger audiences than ever imaginable.

The Audience Development Summit is coming this fall, and leading with a lineup of publishers who are ahead of the curve. These thought leaders, who are taking us into the future, have already begun to master the digital transformation and are now thinking about what's next.

In our highly interactive small-group setting, you will learn how top publishing and marketing professionals are making impressive progress all while preparing their organizations for the next big industry changes.

Geared for people who are looking for more than the basics, you will discover what's next for digital publishers, current trends, and insight on what to test. Learn from industry leaders who are moving forward successfully in the conversion to digital.

And best of all, leave the Summit with no question unanswered. Take advantage of your direct access to the expertise of our Summit panelists and speakers, and ask them specific, open questions in a group setting. This allows everyone in the room to benefit from the extensive knowledge shared by and between attendees and speakers.

Sure, I can tell you how exceptional this program is, but the truth is, nothing compares to experiencing it for yourself. That's why I encourage you to register today.

I hope to see you in New York.

Kind regards,



Don Nicholas
CEO, Mequoda Group

P.S. You can register online at www.mequodasummit.com.

P.S.S. Do you have questions about the Summit? Please give Maureen Kelly a call at (866) 713-1005.

AGENDA

PRE-CONFERENCE WORKSHOP TUESDAY, OCTOBER 23, 2012

- 8:00 AM **Continental Breakfast and Registration**
8:30 AM **Welcome and Introduction**
Don Nicholas, CEO, Mequoda Group
9:00 AM *Audience Development Research*
10:30 AM **Morning Break**
11:00 AM *SEO Campaign Management*
12:30 PM **Luncheon**
1:30 PM *Bloggng, Social Media & User Generated Content*
3:00 PM **Afternoon Break**
3:30 PM *Audience Development Analytics*
5:00 PM **End and Go to Bar for Drinks!**

WEDNESDAY OCTOBER 24, 2012

- 8:00 AM **Continental Breakfast and Registration**
8:30 AM **Welcome and Introduction**
Don Nicholas, CEO, Mequoda Group
Mary Van Doren, Chief Creative Officer, Mequoda Group
9:00 AM **Opening Keynote Address**
Digital Media Trends 2013
John Suhler, Founding Partner & President, Veronis Suhler Stevenson
10:00 AM *Leveraging Digital Video*
11:00 AM **Morning Break**
11:15 AM **Panel Discussion**
Landing Page Optimization
12:15 PM **Lunch**
1:45 PM **Afternoon Keynote Address**
Using Content to Sell Content
Andrew Palmer, VP Marketing, Cabot Heritage Corporation
2:45 PM **Panel Discussion**
Email Newsletter Marketing
3:45 PM **Afternoon Break**
4:00 PM **Panel Discussion**
Marketing Digital Subscriptions
5:00 PM **End**

THURSDAY, OCTOBER 25, 2012

- 9:00 AM **Burning Questions Roundtable**
10:30 AM **Morning Break**
11:00 AM **Audience Development Power Panel**
12:00 PM **Rocket Awards**
12:30 PM **Summit Concludes**

ABOUT DON NICHOLAS

Don Nicholas, CEO of Mequoda Group, specializes in new business development and organizational management. Over the past three decades, Don has guided the development of hundreds of well-known media brands and serves on the boards of SIPA and Aspire Media.

ABOUT ED COBURN

Ed Coburn is the Publishing Director at Harvard Health Publications and the new Executive Director of the Mequoda Advisory Board. In this role he helps board members from Mequoda's Gold Member companies create training programs that are beneficial to their organization and Mequoda's larger constituency of more than 57,000 subscribers, fans and followers around the world.

ABOUT NORANN OLESON

As Mequoda's Analytics Program Manager, Norann is responsible for preparing and updating the Mequoda proprietary Audience Development Analytics Suite for dozens of publishers. In this capacity, she performs research, creates reports, and analyzes results for both B2B and B2C publishers.

ABOUT MARY VAN DOREN

Mary is Chief Creative Officer for Mequoda Group, leading the Creative Services team in developing premium, results-oriented copy and design for dozens of clients. She is also responsible for maintaining the quality and SEO of the Mequoda website, and develops and maintains all Mequoda Group messaging.

ABOUT NANCY HORAN

As Mequoda Group's Systems Director, Nancy works with clients in the Mequoda Software Services group to manage, design, build and deliver best practice Mequoda Online Marketing Systems, and also runs Mequoda's website

AUDIENCE DEVELOPMENT BASICS & BEYOND

Writing, producing and sharing high quality, open content is a key strategy to building a robust online audience. Your target market, along with Google and the rest of the open web, expects your content to be widely available, easy to find and easy to read. In this one-day workshop, you'll learn how to explore the information needs of your market and how to tap directly into that demand. You'll discover how to use content as the nexus of your organic marketing efforts in order to grow, build and maintain a larger digital audience. You'll walk away with an understanding of the metrics and activities that can have the biggest impact on your company's digital growth.

The workshop is organized into four sessions:

- **Audience Development Research:**

TUES | 9:00 AM

Finding & Quantifying Your Online Audience: This is the foundational program for keyword research. Learning the tricks and insights of the Google Keyword Tool, and how it's used for gauging your audience's information needs, will be key to your overall marketing success. Effective keyword research represents the core of all organic marketing activities. This hands-on workshop reveals the capabilities of the Google Keyword Tool and shows you firsthand how to use the tool to gain a competitive advantage.

- **SEO Campaign Management:**

TUES | 11:00 AM

Creating a Content Marketing Nexus: As an audience development professional's best friend, SEO Campaign Management provides you with the ultimate strategy for increasing visibility, email conversions and revenue through search engine optimized content, including landing pages and free reports. Based on extensive research, implementation, and accurate metrics, our thorough process meets the needs of Google's search algorithm while increasing your website's bottom line.

- **Blogging, Social Media & User**

TUES | 1:30 PM

Generated Content: You Can Do It All: Blogging and SEO go hand-in-hand. Discover a step-by-step process for optimizing your articles for search and learn how to share your content through social media. Understand how your content can be used to interact with thought leaders and social gurus. The tips and sources we provide for blogging, social media, and user-generated content help make an editor's job easier and help make their targeted writing more effective.

- **Audience Development Analytics:**

TUES | 3:30 PM

Measuring What Matters: Knowing what should be measured is as important as the strategies for building your audience. During this interactive workshop, learn the fundamental analytics key to your website's success. Discover how to extract and manipulate data associated with your audience development efforts to help you prioritize the types and formats of content on your website.

INTERACTIVE HIGHLIGHTS

BURNING QUESTIONS ROUNDTABLE

THURS | 9:00 AM

Our roundtables were a huge hit at our last Summit, but several attendees had a hard time choosing just two topics. In response to that, we're changing the format for the Audience Development Summit. Now, all Summit panelists and speakers will be in the front of the room for 90 minutes, facing the attendees and ready to answer questions.

In this intimate environment, you can address your most pressing concerns and encourage an open dialogue between attendees and speakers, ensuring that everyone walks away with all their questions answered.

MODERATORS: Ed Coburn and Don Nicholas

FEATURED PANELISTS: Adam Goldstein, Brian Richards, Sherman Hall, Michelle Rutkowski and Carl Kravetz, with Mequoda's Nancy Horan and Mary Van Doren

AUDIENCE DEVELOPMENT POWER PANEL

THURS | 11:00 AM

A very diverse group of experienced niche marketers have agreed to sit in the hot seat and share their insights in this Audience Development Power Panel. These executives span consumer, niche and business-to-business markets and will stand ready to share which audience development strategies have worked, which haven't, and why.

You'll learn about ideas that resulted in spectacular success and down-in-flames failure. Find out about missed opportunities—the programs they wish they had implemented (but didn't), and the trends they see redefining the industry landscape.

No question is too tough and no topic too complex for these intrepid power players. Ask a question, spark a conversation, and bring some of the power back to your own team.

MODERATORS: Ed Coburn and Don Nicholas

FEATURED PANELISTS: Andrew Palmer, Gail Odeneal and Jeff Lapin

4TH ANNUAL ROCKET AWARDS

THURS | 12:00 PM

Honoring the fastest growing Mequoda client website, our 4th annual Rocket Award will be presented to the website that has experienced the most traffic growth from July 2011 to July 2012 – and they'll be sharing with you their secrets to success! This is an unprecedented opportunity to get inside a success story, data and all.

Showcasing their dedication and commitment to providing high-quality content and a strong community for their members, previous winners have included:

- Guideposts.org
- VidaySalud.com
- VibrantNation.com

Join us to find out this year's winner!

“The networking aspect of the Summits are as valuable as the content of the presentations.”

Eric Mitchell, Editorial Director, Blood-Horse Publications

KEYNOTE SPEAKERS

OPENING KEYNOTE

DIGITAL MEDIA TRENDS 2013

John Suhler, Founding Partner & President, Veronis Suhler Stevenson

No one is tracking the digital publishing industry's evolution closer than John Suhler.

Come hear one of the media industry's most successful publishers give insight on the state of the industry and where it's headed. John Suhler will share the latest media trends and updates coming from the VSS Communication Industry Forecast. This is top-rate information that companies pay thousands of dollars to subscribe to annually.

John Suhler has been a friend of the Mequoda family before the Mequoda family existed. Many know him as an investment banker and broker; we know him as one of the most successful and trusted publishers in the industry. Once a circulation director, his background continues to drive his metrics-driven approach to marketing, audience development, and the management of his \$3 billion media portfolio. Publishers near and far rely on his expertise, including the data found in the acclaimed VSS industry studies. It would be hard to meet an experienced publishing executive who hasn't sought advice from Suhler at some point in their careers.

WED | 9:00 AM



AFTERNOON KEYNOTE

USING CONTENT TO SELL CONTENT

Andrew Palmer, VP Marketing, Cabot Heritage Corporation

Who better to learn the open content model from than a marketer who's been using it for more than a decade? How about learning it from the guy who pioneered it?

Andrew is best known for founding the position of Publisher/Director of Web Marketing for Agora Publishing, way back in the ancient year of 2000. We consider him the Godfather of Mequoda because of the work he did in building Agora's The Daily Reckoning. The marketing strategies and online business building techniques he pioneered at Agora have been adopted as industry best practices. Gain unique perspective on using free content to build an audience, and get his insights on how the content marketing industry will evolve over the next decade.

As an industry pioneer, Palmer's work has been so successful, that Agora rolled out over ten open content portals in the US and in Europe. Andrew's most recent online venture, along with esteemed financial writer Timothy Lutts, is Cabot Wealth Advisory, which delivers top-notch investment advice to 250,000 readers worldwide. Come and see for yourself why marketing professionals world-wide rave about, and try to mimic, Andrew's expertise.

WED | 1:45 PM



“This is riveting information. The program was very well organized and there wasn't a moment in which my attention faded. It's a terrific group of people. Along with my 20 pages of notes, I have an immediate to-do list on my hotel stationery of things I can't wait to accomplish next week.”

Laura Carlsmith, Content Partnerships | Audience Development Director, EatingWell Media Group

FEATURED SPEAKERS

GAIL ODENEAL

DIRECTOR OF MARKETING, PROGRAM ON NEGOTIATION AT HARVARD LAW SCHOOL

Gail is responsible for marketing for all PON executive education seminars, newsletters, books and teaching materials. She is a seasoned print and online publishing industry veteran who has worked for companies and institutions in both the for-profit and nonprofit sectors. Prior to coming to PON, Gail handled all program marketing and development at the Museum of Fine Arts in Boston. Gail has also served as Chief Marketing Officer (and co-founder) for Blue Dolphin Magazines, SVP/Consumer Marketing for Computerworld, EVP of Installed Technology International and VP/Direct Marketing for IDG Marcom. She has a gift for organizing complex information into easily understood paradigms and is a gifted writer, editor and teacher.



JEFF LAPIN

PRESIDENT, FARM PROGRESS

Since joining Farm Progress, Jeff Lapin has led a strategic transformation of the company that has centered on the re-engineering of its existing titles as well as launching new publications to targeted audiences. He has pushed the company into electronic media, including radio, TV and the Web, creating a fully-integrated media information platform. Throughout his more than 30 years in special-interest consumer and B2B publishing, Lapin has managed, launched and acquired several successful publications with a track record for advertising and circulation growth and profitability. He is a member of the National Agri Marketing Association, the Audit Bureau of Circulations, the ABM Agri Council, and serves on the boards of the New York Farm Show, and American Business Media.



SHERMAN HALL

PRESIDENT, FARM PROGRESS

Sherman Hall is the Managing Director of the Ceramic Publications Company. This includes being Editor of Ceramics Monthly magazine and Co-host of CeramicArtsDaily.org, a fully deployed Mequoda-model website. Hall has led the integration of content and staff efforts from print to digital to video. Video content has become foundational content at Ceramic Arts Daily, and represents half a million dollars in annual revenue.



BRIAN RICHARDS

MANAGING EDITOR, MOTLEY FOOL

Brian Richards is managing editor of The Motley Fool, whose flagship website attracts more than 5 million readers each month. A graduate of The College of William & Mary and the University of Chicago, Brian has contributed commentary to the Fool's nationally syndicated radio show, Motley Fool Money, and he co-authored a chapter on international investing in 2009's *The Motley Fool Million-Dollar Portfolio* book. He lives in Washington, D.C., with his wife and two kiddos.



FEATURED SPEAKERS

CARL KRAVETZ

PRESIDENT, CULTURAL ASSET MANAGEMENT

Carl J. Kravetz, a 27-year veteran of the U.S. Hispanic marketing and communications industry, is Publisher of vidaysalud.com and CEO of its parent company, Vida y Salud Media Group Inc.

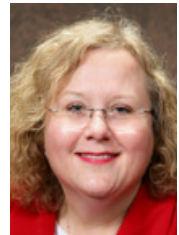


Vidaysalud.com is the largest source of health information and wellness tools in Spanish on the web, with 1.2 million Unique Users and 2.7 million Pageviews per month. The site includes content from the Harvard Medical School, the Mayo Clinic and the Natural Standard Research Collective as well as original articles, updated daily and created especially to meet the needs of Spanish-speaking consumers worldwide. Vida y Salud also publishes 15 email newsletters on a variety of health topics and has announced the launch of a print magazine, for distribution in physicians' offices, with Meredith Hispanic Ventures.

MICHELLE RUTKOWSKI

ONLINE MARKETING DIRECTOR, EAGLE FINANCIAL PUBLICATIONS

Michelle Rutkowski has built a career overseeing web marketing for leading publishers including Consumer Reports, Taunton Press, Guideposts and Eagle Publishing. She has been a key figure in developing online customer acquisition and online subscription marketing strategies for nearly 30 years. Michelle is a regular speaker at industry events on cutting-edge web marketing for publishers.



ADAM GOLDSTEIN

PUBLISHER, BUSINESS MANAGEMENT DAILY

Adam P. Goldstein is the Publisher of ***Business Management Daily***. This is his second go-round with the company, having served as their Marketing Director in an earlier millennium. ***Business Management Daily*** produces newsletters, e-letters, books, reports, CDs, DVDs, subscription websites, and over 130 webinars annually in the areas of human resources, leadership, and office administration and technology. Adam has also worked at Telecommunications Reports, Food Chemical News, Eli Research, and two stints at Business Publishers – his second as publisher and majority owner from 2005 to 2006. He also spent seven years as principal of MarketSmart (a marketing consultancy), and as the owner of a small company publishing energy and environmental newsletters. Adam's articles have appeared in industry publications, and he has spoken at regional and national conferences.

ROUNDTABLE DESCRIPTIONS

WED | 10:00 AM

LEVERAGING DIGITAL VIDEO: DRIVING TRAFFIC, DRIVING SALES

Video content has taken digital audiences by storm, with almost 85% of Internet users viewing online video at an average of 6 minutes per video. Publishers capitalizing on this growing trend need to understand all facets of producing, selling and marketing video – from the logistics to integration of content to how to bundle and package their content for stronger viewership and sales. We'll review some video basics, and take a deep dive into the actual strategies used by today's top video publishers.

CASE STUDIES

- **Ceramic Arts Daily:** When you're successful with video, more products equates to more revenue. In need of more products and wanting to avoid outsourcing video production to third parties, **Ceramic Arts Daily** created their own production studio and saw an immediate return on investment. Discover the distribution and sales strategies they've been using, and the stats behind Video Fridays – a huge traffic and revenue driver for the organization.

“Mequoda is simply the best at content marketing. They're always on top of the latest trends and technology. The Summit is the perfect mix of long-term strategy, immediately actionable tactics and very powerful networking.”

Kathy McCabe, Publisher, Dream of Italy

LANDING PAGE OPTIMIZATION: WHY, HOW & WHAT TO TEST

We've all heard that testing is key to digital marketing success, yet most of us don't do it. This master class will give you the tools needed to leap in and discover how easy it can be for you to test and experience lifts in response rates. We'll focus on landing pages that exist to convert visitors into subscribers. Whether you call them rapid conversion landing pages, email-capture pages or name-squeeze pages, this series of case studies will show you the formats, copy changes and offer languages that work best.

CASE STUDIES

- **Mequoda:** Mequoda's own website is the hub for all of the company's audience development and client acquisition activities. It draws an average of 12,500 unique visitors and 61,500 page views each month. It also serves as Mequoda's testing ground for identifying and perfecting best practices. The Mequoda Rapid Conversion Landing Page, or RCLP, reaches its highest success rate with a landing page for a free report, ***Building Subscription Websites: The 9 Most Profitable Subscription Website Business Models***. This page averages 441 monthly arrivals, with 143 conversions for a 33.7% conversion rate each month — until we tested two separate elements with Google Content Experiments. Find out what we tested, how the results surprised us, and what we think of the new Content Experiments as a replacement for the old Google Website Optimizer.
- **The Motley Fool: The Motley Fool** is a multimedia financial-services company with a world-class online investing community. Reaching millions of people each month through its website, **The Motley Fool** offers an enviable testing environment and they've seen a lot of success in testing and using video-based landing pages to entice visitors to become subscribers. Discover the impact video has had on their conversion rates and revenue-based metrics.

“Good stuff. Mequoda always provides up-to-the-minute information. It's great to spend time with like-minded, forward-thinking publishers and information providers.”

Charlie Spahr, CEO, Ceramic Publications Company

EMAIL NEWSLETTER MARKETING: OPTIMIZING EMAIL PERFORMANCE

Email is an extremely diverse, multi-faceted marketing channel - and arguably one of the best digital revenue-drivers available today. From building, cleaning and segmenting lists to writing and testing creative that actually sells, there's a lot to manage in order to get email newsletter marketing to work for you. Discover some of the technicalities associated with producing a high-performing newsletter, find out how to ensure your emails get through, and learn how two publishers are using the channel to engage prospects and increase revenues and profits.

CASE STUDIES

- **Vida Y Salud:** While many publishers think they should offer topic segmentation on their email newsletters, they often do it for the wrong reasons. Discover how Carl Kravetz, publisher of industry-leading Spanish-language health website VidaySalud.com, uses segmentation to integrate online advertising into his 100% sponsor-driven email newsletter. Learn the metrics Carl monitors for success and discover how you can build a profitable, sponsor-supported email newsletter that is adored by your consumers.
- **Eagle Publishing:** Given the ability to effectively measure the success of pay-per-click advertising, many publishers use this channel to build their email file. In a classic trade-off of giving away a free report in exchange for an email address, learn which landing page outperformed the others in acquiring the most email names for Eagle Publishing. Was it a static text-based collection page, a short video collection page, or a longer video collection page? The results may surprise you - and guide you on your next email acquisition effort.

“This is a must-attend seminar for any online publisher looking to grow their business. You will leave with necessary, deployable tools. If you only make one conference investment this year, make Mequoda Summit the one.”

Bruce Seide, President, Phoenix Marketing Group

MARKETING DIGITAL SUBSCRIPTIONS: WEBSITES, TABLETS & BEYOND

No topic will create more disagreement than how to price digital tablet subscriptions in combination with other media offering the same or similar content. In this master class, we will show you the comparative pricing strategies between three major publishers. You will learn the pros and cons of each strategy, why they may last, and why they may fail. Our insight will help you gather the marketing policy and delivery technology that is right for your publishing business. Plus, find out about two publishers marketing two radically different subscription products and learn what's working for them.

CASE STUDIES

- **The HR Specialist : The HR Specialist** family of products (www.TheHRSpecialist.com) helps HR professionals quickly resolve their daily challenges, delivering everything from state-specific employment law to compensation and benefits. The **HR Specialist** products include an all-inclusive subscription Web site, print newsletters, special reports, webinars, reader forums, free e-letters and a blog. The members-only section of the **HR Specialist** website is called HR Specialist: Premium Plus, a paid, comprehensive online package of newsletter content, downloads, and services to fulfill their customers' information needs. Find out directly from the man who's implementing their overall product strategy and marketing approach his successes and failures, what he'll do again and what he wishes he'd done instead.
- **Biblical Archaeology Society:** Biblicalarchaeology.org is a Mequoda WordPress CMS website. With the Mequoda Services team's help, the Society has recently dramatically increased its subscription products to include a print magazine, **Biblical Archaeological Review**, a subscription website for BAR, digital subscriptions available on the Apple platform and a new library archive website. Find out exactly how Mequoda and **BAS** achieved this large-scale enhancement, what choices they faced on pricing, website architecture, and marketing, and what early returns are showing from their customers.

“If you want to make more money online and acquire all the tools to make it happen, listen to Mequoda.”

Chuck McCullagh, former Senior Vice President, Magazine Publishers of America

ABOUT THE VENUE

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Join fellow senior executives and entrepreneurs at the Audience Development Summit, October 23-25, 2012 at the McGraw Hill Conference Center in New York City.

Conveniently located at the famed Rockefeller Center in the heart of midtown Manhattan, the McGraw Hill Conference Center features breathtaking skyline views, outstanding cuisine, and state-of-the-art meeting facilities.

DIRECTIONS

By car: The entrance to the McGraw-Hill Conference Center is located on 49th Street, just off of 6th Avenue. GMC Parking Garage is located at 148 West 48th Street (between 6th Ave & 7th Ave).

By train: You can reach the McGraw-Hill Conference Center at Rockefeller Center using the N, R, and W trains as well as the B, D, F, and V trains. You may also take the 1 train.

By plane: Closest airports to the McGraw-Hill Conference Center are JFK International Airport, LaGuardia Airport and Newark Liberty International Airport.

CONTACT THE VENUE

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(212) 512-4560

conferencecenter.mcgraw-hill.com



AUDIENCE DEVELOPMENT SUMMIT 2012

OCTOBER 23-25, 2012

MCGRAW-HILL CONFERENCE CENTER

NEW YORK, NY

REGISTRATION INFORMATION

Program fees

- \$1497 per person | Register two or more people and pay just \$997 each

Three easy ways to register

- Register online at www.mequodasummit.com
- Call (866) 713-1005 from 9 a.m.-5 p.m. ET, any business day
- Complete and return the registration form below (Download additional forms and brochures at www.mequodasummit.com)

REGISTRATION FORM

[1] Name _____ Title _____

Email Address _____ Phone _____

[2] Name _____ Title _____

Email Address _____ Phone _____

[3] Name _____ Title _____

Email Address _____ Phone _____

Company _____ Address _____

City/State/Zip _____

Yes! Sign up _____ person(s) for the optional pre-conference Audience Development Workshop at \$497 each.

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 ten working days prior to the Summit. If you cancel within ten days of the program start date, we will be happy to apply your payment to a future program.

Have questions? Call (866) 713-1005 from 9 a.m.-5 p.m. ET, any business day.