

MEQUODA SUMMIT BOSTON 2010

AN INTENSIVE MARKETING CONFERENCE HOSTED BY DON NICHOLAS AND KIM MATEUS

How to Thrive and Prosper in the New Publishing Environment

- Dozens of panelists & case studies
- Information-packed workshops
- Up to date industry best practices
- NEW! Bonus social media workshop
- NEW! Four powerful keynote speakers

YOUR HOSTS:



Don Nicholas
Executive Director
Mequoda Group



Kim Mateus
Member Services
Director
Mequoda Group

KEYNOTES:



Carl Kravetz
Vida Y Salud



Jeannie Mullen
Zinio



David Zinczenko
Men's Health



Bruce W. Elder
ghSMART

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Attend our Social Media workshop on Friday for an additional \$497 per attendee.

SEPTEMBER 15-17TH 2010

THE CONFERENCE CENTER AT WALTHAM WOODS, WALTHAM, MA 02451

www.MEQUODASUMMIT.com

A Note from Don Nicholas

Dear fellow publishing colleague,

It's 2010 and the same can be said for this year as was said last year. In fact, next year we'll be saying the same thing: The online publishing environment has changed.

As technology and consumers evolve, so do our jobs. We're no longer creating and marketing content to a targeted, loyalist group of subscribers. We're now publishing content on multiple platforms, attracting new audiences through blogs and social networks, and we have to learn to write for search engines.

Even one year ago, publishers didn't recognize the importance of researching keywords for titling articles. They didn't understand how using social networks like Twitter could drive traffic to their website. They also didn't realize that "free" is the number one way to drive sales.

Smart publishers can tell you that once they started optimizing articles and landing pages for Google, search engines have become their biggest source of incoming traffic and email subscriptions.

These publishers will also tell you that it takes a real effort to convince an established, intelligent, yet traditional team of editors and marketers to start writing and marketing in this new publishing environment.

If you're a publisher, CEO, content marketer, copywriter or website designer, you can come to the Mequoda Summit and begin to understand the overall strategy of online marketing, develop new revenue streams, and build your organization.

Whether you're in a 25-person workshop or a 75-person general session, you'll find yourself seeking out the other publishing professionals at the Mequoda Summit who can help you most.

And with more than 10 hours of networking opportunities built into the Mequoda Summit program, you could get as much from personal, one-on-one encounters with your peers as from the formal, interactive programs and expert panelists.

Don't just "attend" the Mequoda Summit. Come prepared to participate. Interact with other editors, publishers and online marketers. "Pick the brains" of our industry experts.

Have a look at the Mequoda Summit agenda and I think you'll agree, this will be the best program we have ever produced. It promises to be the penultimate, live experience – a full and honest exchange of information with your industry peers and other experts.

I look forward to meeting you in Boston at the Mequoda Summit,



Don Nicholas
Executive Director,
Mequoda Group



Advisory Board

Phil Ash

National Institute of Business
Management KCI Investing

Robert Brady

Business & Legal Resources

Kate Chandler

VibrantNation.com

Philip Charles-Pierre

Guideposts

James Comfort

The Successful Investor, Inc.

Stephanie Eidelman

insideARM LLC

Tim Gilmour

Group Publishing, Inc.

Helmut Graf

VNR, Inc.

Susan Hackley

Program on Negotiation;
Harvard Law School

Clay Hall

Aspire Media

Elizabeth Hall

National Institute of Business
Management

Matthew T. Humphrey

Employer Resource Institute

Bob Kaslik

Aspire Media

James Kerwin

Program on Negotiation;
Harvard Law School

Holly Klingel

Sunset Publishing

Michael Klozotsky

insideARM LLC

Carl Kravetz

Cultural Assets Management

Aliza Lifshitz

VidaySalud.com

Rocco Martino

Guideposts

Pat McKeough

The Successful Investor, Inc.

Barb Newton

Sunset Publishing

Stephen Reily

VibrantNation.com

Tim Willms

Group Publishing, Inc.

9 Reasons to Attend the Mequoda Summit

There are so many reasons to attend a Mequoda Summit, but here are the top nine reasons to register this year:

REASON 1: Learn from a Top Marketing and Publishing Instructor

This is not your father's publishing seminar. Don Nicholas is fun, personable, smart and welcomes questions. One of the most sought-after consultants, speakers and instructors in the industry, Don shares his unparalleled experience and extensive knowledge with you in a friendly yet professional manner—without a sales pitch. He will give you a solid, in-depth learning experience, and provide insights into how the lessons of our Mequoda case studies can be applied to your publication.

REASON 2: No Mequoda Summit is the Same

Whether you've attended in the past or you're attending for the first time, we never present the same content twice (and you can ask any repeat attendee, who will tell you the same). Even if you attended our Boston Summit last fall, or our Napa Summit in April, you'll be delighted by our new format. The addition of four keynotes and 17 panelists makes this an event you can not afford to miss.

REASON 3: Get Real-life Applications

This is no blue-sky, theoretical course. Don uses actual Mequoda case studies to demonstrate the ideas you're learning. The references to real-life publications and websites enable you to relate program concepts to your unique publishing challenges and put them to work immediately.

REASON 4: Enjoy Limited Group Size

We strictly limit attendance to ensure that you receive the one-on-one attention so essential to the learning process. Every attendee is encouraged to ask questions and pose problems, and they do. Even if you don't raise your hand, be assured that our Summit attendees are always active learners and usually ask great questions.

REASON 5: Take Home Comprehensive Course Materials

When you attend the Mequoda Summit, you'll receive digital access to all presentations and reference materials. These materials not only enhance the Summit experience, they also provide a convenient reference long after the Summit has ended.

REASON 6: Take Advantage of Networking Breaks

The Mequoda Summit includes ample networking breaks during which refreshments are provided. This is your opportunity to meet with others, including Don and the Mequoda Team members in a relaxed, informal setting to share ideas and experiences.

REASON 7: Make Valuable Contacts

Mequoda Summits attract the most prestigious professionals in the publishing industry. During the Summit, you will be provided with numerous breaks and networking opportunities. You are sure to make contacts that you'll keep long after the program ends. You'll also receive a list of attendees to help you keep in touch with your colleagues, exchange ideas and brainstorm solutions to problems.

REASON 8: Obtain Follow-up Assistance & Continuing Education

Your educational experience doesn't stop when the Mequoda Summit ends. Once you become a Mequoda Summit alumnus, you're entitled to call or email Don for up to 30 days after the program to discuss further how the material applies to your publication.

REASON 9: Rest Confidently in our Money-back Guarantee

We're so confident in the quality of the Mequoda Summit content, we promise that if you are not completely satisfied with your learning experience, we guarantee you a full refund. So you really have nothing to lose... and a great deal to gain.

The Mequoda Summit Agenda

The Seventh Mequoda Summit and Internet Marketing Conference is loaded with step-by-step tutorials, expert power panels and hands-on, interactive workshops. You get to choose.

WEDNESDAY - 9/15/2010

	Digital Ideas	Digital Skills
8:30am	Introduction: Embracing the Digital Future	
9:00	Keynote: Multiplatform Product Innovation	
10:30	NETWORKING BREAK	
11:00	15 Ways to Leverage Magazine Content	SEO Copywriting Workshop
12:30pm	NETWORKING LUNCH	
2:00	Keynote: Building Online Partnerships	Building Subscription Websites
3:30	NETWORKING BREAK	
4:00	Leveraging Digital Video Content	Content Licensing Opportunities
5:30	Digital Idea Roundtable	
6:00	NETWORKING RECEPTION	

THURSDAY - 9/16/2010

8:30am	Introduction: Content Marketing 2011	
9:00	Keynote: The Future of Digital Newstands	
10:30	NETWORKING BREAK	
11:00	Building Email Circulation	Building Blockbuster Digital Apps
12:30pm	NETWORKING LUNCH	
2:00	Keynote: Using the A Method for Hiring Successfully	Which CMS is Right for You?
3:30	NETWORKING BREAK	
4:00	21 Digital Publishing Mistakes and How to Avoid Them	SEO Campaign Management
5:30	Digital Idea Roundtable	
6:00	Networking Reception	

FRIDAY - 9/17/2010

8:30am	Social Media Marketing (\$497 extra pp)	Integrated Social Media Marketing
9:00		Blogging for Profit Workshop
10:30		NETWORKING BREAK
11:00		Twitter Marketing Workshop
12:30pm		Program Adjourns

WEDNESDAY MORNING KEYNOTE

September 15, 2010, 9 – 10:30am

Multiplatform Product Innovation

How Men's Health Editor-in-Chief David Zinczenko Transformed a Single Publication into a Global Brand

Session description:

Ten years ago when the magazine industry was faced with either adapting to the Internet or ignoring it, Men's Health (and other Rodale publications) embraced it.

Under the leadership of Editor-in-Chief David Zinczenko, Men's Health has grown from "just a magazine" to the largest men's lifestyle magazine brand in the world. The Men's Health brand umbrella now includes the launch of Women's Health magazine, the publication of the best-selling series "Eat This, Not That", authored by Zinczenko and with more than 6 million copies in print, several subscription websites, workout DVDs, Men's Health TV online video and dozens of mobile applications.

Zinczenko is also author of "The Abs Diet" and "The Abs Diet for Women" which has created a series of books and videos published by Rodale in addition to a membership website.

Men's Health may no longer be considered a "print brand" even though their roots are tied to their print magazine. They've broken the mold when it comes to being a magazine publisher and are now transformed into a multimedia giant.

In this powerful keynote, Zinczenko will tell us exactly what he's done to transform his brand into a global powerhouse, what kind of structural changes were required and what key metrics he tracks along the way to ensure the health of his enterprise.

LEADING THIS KEYNOTE

David Zinczenko, Editor in Chief, Men's Health

As Senior Vice President and Editor-in-Chief of *Men's Health*, Zinczenko, oversees the editorial content of the largest men's lifestyle magazine brand in the world with 39 international editions in 44 countries.

He is also the Editorial Director of *Women's Health*, one of the fastest-growing magazines in the country. Zinczenko is the author of the bestselling series "*Eat This, Not That!*," which has more than six million copies in print nationwide with eight installments, including the first cookbook in the popular series and current New York Times bestseller, "*Cook This, Not That!*" and the soon-to-be-released *Drink This, Not That!* He is also the author of the New York Times bestsellers, *The Abs Diet* and *The Abs Diet for Women*.



WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"Lots of stimulating conversation from the entire group! Very good!"

Charles Dismuke, SVP & Publisher, Oakstone Publishing

WEDNESDAY DIGITAL IDEAS SESSION

September 15, 2010, 11:00 – 12:30pm

15 Ways to Leverage Magazine Content

How Guideposts, Harvard Business Review and Sunset Magazine Have Leveraged Print Content Online to Increase Revenue

Session description:

As a brilliant follow-up to our morning keynote, editorial and marketing executives from Guideposts, Sunset Magazine and Harvard Business Review will discuss how they've established their own multi-platform brands.

It's easy to see the success of large magazines and think it's impossible for your brand to enter the next realm of online publishing. In fact, the opposite is true. Niche publishers have a massive advantage when it comes to the Internet and in this session, you'll learn that it's not only obtainable but it doesn't require as many resources (both financially and physically) as you may have previously thought.

In this session, these publishers will go over more than a dozen different ways that they've taken their print magazine content, and turned it into evergreen content through their website, online communities, membership websites, videos, books and more.

LEADING THIS SESSION

Eric Hellweg, Harvard Business Review Online

Holly Klingel, Sunset

Rocco Martino, Guideposts

Eric Hellweg is an Editor at Harvard Business Online. Harvard Business Publishing was founded in 1994 as a not-for-profit, wholly owned subsidiary of Harvard University. Its mission is to improve the practice of management and its impact in a changing world.

Holly Klingel is the VP Circulation Director at Sunset Magazine. Sunset is the premier resource for achieving the ultimate Western lifestyle. Experts focus on travel destinations in the 13 Western states, home design and outdoor living ideas suited to the region, and recipes and menus that celebrate the West.

Rocco Martino is Senior VP at Guideposts. Guideposts provides inspiring and uplifting stories about real people who meet life's challenges and prevail over them with a positive attitude. The web site also gives you practical advice and helpful tips that inspire you to eat healthy, stay fit, manage money, try new things, and make a difference in a wider community.



WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"Another great session. Got so much more out of it than expected!"

- Fiona Taylor, eMarketing & Communications Manager, Griffith University

WEDNESDAY DIGITAL SKILLS SESSION

September 15, 2010, 11 – 12:30pm

SEO Copywriting

Improving Search Engine Visibility by Writing to be Found

Who should attend:

If you're an SEO copywriting specialist, online editor, audience development manager, or have any responsibility for Internet content, you know that competition in the online publishing world is accelerating at a mind-boggling pace and this session will be invaluable to your future as an online content creator.

Session description:

Do you ever wish that your well-written journalism, or convincing promotional copy, would get more exposure in Google? Do you wish someone would finally tell you, or better yet, show you, a precise step-by-step process for getting page-one rankings in Google?

If so, you're in luck, because this workshop will teach you to write search-engine-optimized sales letters and blog posts that get found, using a step-by-step formula that Peter Schaible, Mequoda's Chief Copywriter and host of this workshop, uses daily in his copywriting assignments.

You will leave this workshop knowing the 8-step process for optimizing online content. By following these 8 steps for optimizing a landing page, or an article post, your copy will finally have a chance of getting found by Google. Ignoring these steps will unfortunately leave your web pages invisible to the search engines.

As a bonus, you will be able to submit your landing pages for review by Peter in advance. So when you come to the Summit, your landing page could be chosen to be review live by this expert SEO copywriter who has been regularly getting publishing companies ranked for the past five years, and landing pages read for over 30 years.

LEADING THIS WORKSHOP

Peter A. Schaible, Mequoda Group



Peter Schaible, Mequoda's Chief Copywriter has written more search-engine-optimized, rapid conversion landing pages and article posts than anyone else in the online publishing industry.

Peter works with Mequoda's consulting clients to create keyword-rich, search-engine-optimized, rapid conversation landing pages, sales letter landing pages, and other written components of Mequoda System websites. Peter began his career as a reporter for one of New Jersey's largest daily newspapers. He has also worked as a corporate speechwriter and in public relations.

WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"Don Nicholas and his 'A Team' staff have cracked the code in showing you how to dominate your space online. Their SEO knowledge is without peers. Yes, they are that superb!"

- Peter Fogel, Copywriter/Marketing Consultant, CompellingCopyNow.com

WEDNESDAY AFTERNOON KEYNOTE

September 15, 2010, 2 – 3:30pm

Building Online Partnerships

How VidaYSalud.com Built a Sponsor-Driven Business Around Dr. Aliza, a Celebrity Doctor Serving the Latino Community Globally

Session description:

The story behind VidaySalud.com is nothing short of amazing.

Imagine receiving over one million visits from unique users in less than 10 months. Carl Kravetz and Dr. and Aliza Lifshitz of VidaYSalud.com don't have to imagine, they have lived this feat. Between mid-February and mid-March alone, Vida y Salud received 285,000 visits and 692,000 page views from 254,000 unique users. On Saturday, March 13th, 2010, Vida y Salud received its 1,000,000th unique user.

Vida y Salud officially launched on June 1st, 2009 with the mission of serving the Latino community with quality health information from a source they could trust, Dra. Aliza. They launched with around 240 articles in a dozen health categories. That number has grown to over 900 articles in 21 different health categories.

Vida y Salud publishes 12 biweekly email newsletters and a free weekly email newsletter on an array of health topics.

Sponsorships have been a key factor in the success of Vida y Salud. Content sponsorships include links on popular websites like AOL and syndication deals with Univision Radio, Meredith Publishing, People en Espanol and Harvard Health Publications. Revenue generating sponsorships include fully integrated packaging offers with global brands like Crest, Transitions Lenses, Clorox and Pampers, just to name a few.

In this session, Kravetz will discuss five different types of partnerships that are beneficial to sponsor-driven websites, including: Content Partnerships, Distribution Partnerships, Advertising Partnerships, Sales Partnerships and IT Partnerships.

LEADING THIS KEYNOTE

Carl Kravetz, President, Cultural Asset Management

Carl J. Kravetz, a 26-year *veterano* of the U.S. Hispanic marketing industry, is Publisher of VidaySalud.com and President of its parent company, Cultural Asset Management Inc.

VidaySalud.com is the largest source of health information and wellness tools in Spanish on the web, updated daily and created especially to meet the needs of the world Hispanic community.



WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"This is a must attend seminar for any online publisher looking to grow their business. Extremely valuable investment of both time and money that is guaranteed to be helpful for all levels of management."

- Bruce Seide, President, Phoenix Marketing Group

WEDNESDAY DIGITAL SKILLS SESSION

September 15, 2010, 2 – 3:30pm

Building Subscription Websites

How to Design Subscription Websites that Attract, Convert, Close and Retain Paid Subscribers with Zero Marginal Marketing Manpower

Session description:

If a publisher already operates a user-driven business where circulation is the primary source of revenue, then a Subscription Website makes a profitable addition.

Or rather, it should.

Subscription websites are especially popular for publishers with many years of back-content.

- * Print publishers put archives online and sell access for a fee.
- * Software developers have programs online that can be accessed for a fee.
- * Research teams offer information for a fee.

The list continues. What is constant throughout all Subscription Websites is that they charge users for access to exclusive content.

The key is in designing subscription websites that are user friendly, have topic-based navigation and have a good content management system. This will increase the site's change of becoming an excellent source of revenue and profit.

In this session you'll hear from Phil Ash, representing one of the industry's most respected newsletter publishers and learn how they are transforming all of the legacy newsletters into subscription websites, while also launching new, digital-only subscription brands. Don't miss the inside story that will inspire and instruct you on the finer points of designing subscription websites that sell.

LEADING THIS SESSION

Phil Ash, National Institute of Business Management and KCI Investing

Phil Ash, Publisher of the National Institute of Business Management and KCI Investing. Business Management Daily is a free news web site of the National Institute of Business Management, providing sound news and advice since 1937 to HR professionals. KCI Investing provides in-depth investment advice to help smart people achieve a secure and rewarding financial future.



WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"It would be hard to imagine a better presentation of hands-on practical knowledge in this area. The Mequoda Group serves up a clean and coherent approach to truly becoming an effective and successful online publisher."

- William Stranger, Editor and CEO, Dharma Café

WEDNESDAY DIGITAL IDEAS SESSION

September 15, 2010, 4:00 – 5:30pm

Leveraging Video Content

Using Online Video to Grow, Engage and Better Monetize your Audience

Session description:

Unlike television commercials, online-based video content can engage the audience member. The video can be interacted with and the viewers can feel like they are engaging in an actual relationship with a company, as opposed to being talked to.

In this session, John Bolton will focus on the benefits of small-scale video production and how at Interweave, he and his team have built Quilting Arts TV and their other video products from the ground up. Charlie Spahr of CeramicArtsDaily.com will focus on sourcing and selling other people's videos, like he does on his own site.

Patrick Hughes of Visual Post, a video production company, specializing in web videos and social media, will show publishers the best ways to create online video in addition to spreading it around the web. He'll briefly discuss the best equipment for either a small and large in-house studio, or the best ways to use just a simple FlipCam, depending on your end goals.

LEADING THIS PANEL

Charlie Spahr, Ceramics Publications Company

John Bolton, Interweave

Patrick Hughes, Visual Post

Charlie Spahr is President of Ceramic Publications Company, Ceramic Publications Company is the publisher of Ceramics Monthly, Pottery Making Illustrated and CeramicArtsDaily.org. CeramicArtsDaily.org is produced by the Ceramic Publications Company, a wholly owned subsidiary of The American Ceramic Society, a 110 year-old non-profit organization that promotes the professional needs of the international ceramics community.

John Bolton is VP Publisher of Interweave. Interweave is one of the nation's largest art and craft media companies with businesses in magazine and book publishing, interactive and social media, television and video programming, directories, and events for craft enthusiasts.

Patrick Hughes is the Production Director at Visual Post. Visual Post is a media production company, specializing in online and offline video campaigns. Visual Post provides consulting in addition to hands on training and development for businesses looking to add video marketing into their growth strategy.



WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"Great & diverse group. The techniques could be applied across industries—not just for magazine publishers, but any direct marketer looking to move to an online business model."

- Maureen Bevan, Director, Professional Education Institute

WEDNESDAY DIGITAL SKILLS SESSION

September 15, 2010, 4:00 – 5:30pm

Content Licensing Opportunities

Discover the Ins-and-Outs of Striking Successful Content Syndication Deals to Drive Website Traffic and Increase Online Revenue

Session description:

For many successful websites, licensed content is the leading source of new, targeted website visitors. Should it be for you?

All content-driven websites, from giant portals to the smallest niche players, can benefit from licensing content to and from other content websites.

First you must begin by understanding where each of your websites fit in the content licensing food chain. In this session, you will learn from two leaders in content syndication, Harvard Health Publications and EatingWell Magazine.

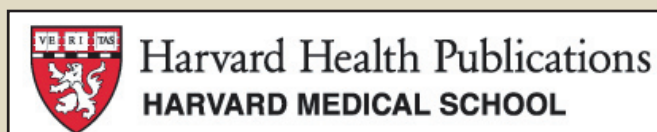
When Harvard Health Publications was a print-only publisher, the market was primarily readers age 50 and older who were willing to pay for a health newsletter. That market hasn't gone away, but has been expanded with the advent of online delivery and Internet access.

35% of HHP website traffic is now driven by organic search and about 35 percent from licensed content syndication sites. For EatingWell, content licensing and online advertising now account for 40% of company revenues.

In this session, Ed Coburn of HHP and Larry Sommers of EatingWell Magazine will discuss the different types of content licensing deals that have made sense for their publications, with tips for publishers on how to approach your own content syndication and licensing opportunities.

LEADING THIS SESSION

Ed Coburn, Harvard Health Publications
Larry Sommers, EatingWell Magazine



Ed Coburn is the Publishing Director at Harvard Health Publications/Harvard Medical School where he oversees an extensive consumer health information business creating text, graphical, video, and interactive content in digital and print media.



Larry Sommers is currently the General Manager of Interactive Media & New Business for EatingWell Media Group, a leading publisher of health eating content. Larry oversees digital and custom publishing strategy including eatingwell.com and content licensing leveraging the award-winning content through multiple channels.

WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

“Extremely useful and relevant information with guidance and suggestions on how to make these ideas work on your site.”

- Jackie Flaherty, Manager, iProduction

THURSDAY INTRODUCTION

September 16, 2010, 8:30 – 9:00am

Content Marketing 2011

A Look Ahead at What's Next - Seven Digital Marketing Trends to Watch

Session description:

Next year is approaching, as is the time to come up with your budgets and set some realistic goals. In this session, Mequoda Group's Executive Director Don Nicholas will be providing publishers with an ultimate plan for 2011.

Don will present the most up-to-date, critical information you absolutely must have to survive and thrive in an increasingly digital world. He will deliver an overall industry status report, scorecard and forecast.

In 2011 should you be investing in video? Social media? New sponsorship opportunities? What are other publishers doing? How are they doing it? How can you do the most, for the least amount of investment?

More importantly, how have our seven most popular publishing mediums changed, and how will they change in the year to come?

Don will discuss how crucial delivery mediums like email have changed, while introducing new channels like eReaders and social media.

In addition to these and other new digital marketing trends to watch, he'll give an overview on search engine optimization and how the methods we've used in 2010 are already being adjusted for 2011.

Explore the latest online publishing trends, statistics, metrics, and case studies, as reported by Don from the Mequoda Research team's continuous study of publishing industry best practices.

LEADING THIS SESSION

Don Nicholas, Mequoda Group



Don Nicholas Mequoda's Executive Director and is a popular media consultant, author, editor, motivational speaker and media entrepreneur. He is a leading expert on Internet media strategy.

The Newsletter on Newsletters has dubbed him "a publisher's publisher" and the Specialized Information Publishers Association (SIPA) calls him one of "America's leading experts on website publishing strategy."

WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"I can make my company more money because I attended the Mequoda Summit."

- Kimberly S. Brown, Global Marketing Manager, Kentucky Equine Research

THURSDAY MORNING KEYNOTE

September 16, 2010, 9 – 10:30am

The Future of Digital Newsstands

How Customers React to Interactive Content, and How Publishers Can Start Making their Own Publications More Interactive

Session description:

Zinio is revolutionizing reading. Through digital products and services, they create better ways for people to discover published content, get more of it and do more with it.

Zinio works closely with publishers worldwide to reinvent reading. For consumers, Zinio enables the ability to shop for, search inside, read, share and save digital content in new ways and on many devices. With over 50,000 digital magazines and books, and e-stores localized in 15 languages, zinio.com is the largest digital newsstand in the world.

If you're reading a magazine subscription on an Apple iPhone or iPad, there's a really good chance that you're reading it through the Zinio app. That's because while Zinio was once only turning paper pages into digital pages for your desktop, they've now revolutionized the mobile market with their apps, delivering thousands of magazine subscriptions wirelessly.

Their online retail solutions and marketing services acquire new customers, retain and grow circulation that introduces new sources of advertising and circulation revenue. All this combined with their online production and digital fulfillment platform transform the world of paper-based publishing into a paperless, ecological, interactive growth opportunity for publishers and advertisers worldwide.

In this keynote, Jeannie Mullen of Zinio will discuss the future of digital newsstands, how customers are reacting to interactive content, and how publishers can start making their own publications more interactive and multi-platform.

LEADING THIS KEYNOTE

Jeannie Mullen, Global EVP, Chief Marketing Officer, Zinio LLC and VIVmag

Jeannie Mullen is the chief marketing officer for Zinio and its sister company, the exclusively digital magazine, VIVmag. Jeannie is recognized as a pioneer and visionary in the digital marketing and advertising space, with an expertise in e-mail marketing.

Jeannie is a frequent speaker on a variety of topics and a published author with two books in her portfolio, including "Email Marketing: An Hour A Day."



WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"If you're in publishing, go to the Mequoda Summit. Everything presented is worthwhile and useful for any publisher."

- Brandon Clay, Copywriter, All Star Investor

THURSDAY DIGITAL IDEAS SESSION

September 16, 2010, 11 – 12:30pm

Building Email Circulation

41 Sources You Could be Using to Increase Traffic and Attract Email Subscribers

Session description:

How are you driving traffic to your website? Is that traffic being converted into email subscribers?

Some publishers, like *Real Simple* have discovered that putting their URL on every piece of home improvement products they sell in retail stores. Once someone types in the URL, it's up to Real Simple to have adequate conversion architecture set up to capture that person's email address.

Others have found that building internal links on their websites (through website navigation, embedded text links and restricted site access) works well for building email circulation.

If you've already tried a few of these, we hope you're still looking for as many ways as possible to build your email list. Publishers are getting clever, and the 41 ways to build email circulation that we've compiled into this list is proof.

Email circulation and revenue per email subscriber should be the two key metrics for every Online Publishing and Marketing System. The first priority for system operators is building email circulation.

In this session, industry analyst and consultant Don Nicholas will take you through all the brilliant strategies online publishers are using to develop their audience.

You'll walk out of this webinar with a checklist that includes dozens of best practice examples that Don and the Mequoda Group have either observed or helped to create.

LEADING THIS SESSION

Don Nicholas, Mequoda Group

Kim Mateus, Mequoda Group



Mequoda's founder Don Nicholas has spent the last decade studying, documenting and decoding an online publishing system for helping publishers turn their books, magazines and newsletters into multi-million dollar niche media empires.

His in-depth research and best practice guidelines are made available to publishers through a variety of formats including newsletters, handbooks, websites, seminars and professional services.

WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"A good conference for those looking for tactical best practices used by old and new publishers across a broad spectrum of fields."

- Peter Gudmundsson, CEO, Beckett Media

THURSDAY DIGITAL SKILLS SESSION

September 16, 2010, 11 – 12:30pm

Building Digital Magazine Apps

How to Create Mobile Apps that Will Increase Brand Awareness and Drive Additional Revenue

Session description:

PixelMags has been working with publishers to put together branded iPhone and iPad apps for the iTunes store.

With PixelMags' in-app purchasing mechanism, consumers can buy a current issue, a back issue, and subscribe to the magazine – right inside the app. No need to leave the app and get dropped into a browser to subscribe. In-app purchasing allows the user to easily subscribe. The folks at PixelMags say that consumers are committing to a year subscription for iPad and iPhone magazines with their first purchase. And this of course, is where publishers can make a lot of money.

For in-app subscriptions, a timeframe is set for the length of the subscription, say 1 year, and PixelMags submits it to Apple. Consumers then receive a push notification from Apple that the new monthly issue is available.

In this session, PixelMags will discuss the labor and benefits of creating your own branded iPhone apps, including how customers have been responding to the variety of magazine apps out there.

Philip Charles-Pierre, VP Digital Media at Guideposts, will talk about their own race to the finish line to compete with competitors by creating their own apps.

LEADING THIS PANEL

Philip Charles-Pierre, Guideposts

Ryan Marquis, Pixelmags

The logo for Guideposts, featuring the word "Guideposts" in a bold, blue, sans-serif font.

Philip Charles-Pierre is VP Digital Media at Guideposts. Guideposts provides inspiring and uplifting stories about real people who meet life's challenges and prevail over them with a positive attitude.

The logo for PixelMags, featuring the word "PIXELMAGS" in a stylized, pixelated font with a white outline and a drop shadow.

Ryan Marquis, Founder and COO at Pixelmags has over 10 years of entrepreneurial, internet, and digital marketing experience. He has been on the front lines, expanding and growing businesses through digital online efforts for many years. Pixelmags provides publications digitally to a wide consumer audience via the iPhone and iPod Touch with dedicated iTunes applications.

WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"If you want to make more money online—and have all the tools to make this happen, listen to Mequoda."

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

THURSDAY AFTERNOON KEYNOTE

September 16, 2010, 2 – 3:30pm

Using the A Method for Hiring Successfully

How to use “Topgrading” to Hire, Retain and Motivate A-Players

Session description:

Use the complete A Method to transform your company by discovering how to hire, develop, and keep “A Players” on your team. In this comprehensive keynote, you’ll learn how to:

1. Improve hiring success rates, at every level, from 50% to 90%.
2. Ensure your organization finds and retains top talent to execute key strategic priorities.
3. Equip your team with a meaningful development tool that can be used in every role within your company

Improve your team’s hiring success rate from 50% to as high as 90% by implementing the ghSMART A Method for Hiring. Based on Topgrading, which is the philosophy of filling every position in an organization with an “A Player,” the A Method teaches managers how to use core tools such as building Scorecards and conducting the Topgrading Interview.

Cultivate “A Players” within your organization by using the ghSMART A Method for Developing. Managers will learn how to set expectations, provide meaningful feedback, and offer powerful coaching to strengthen teams.

Ensure your organization retains its top talent to execute key strategic priorities. Continuous success depends upon having all “A Players” who are aligned to organizational goals. Through the talent review, managers learn how to evaluate the bench strength of their teams, identify retention risks, and plan for succession.

LEADING THIS KEYNOTE

Bruce Elder, Principal, ghSMART

Bruce is a Principal at ghSMART, which offers management assessment, leadership coaching, and executive learning services for leading private equity investors, hedge fund managers, Fortune 500 senior executives and billionaire entrepreneurs.

Bruce received an MBA in 1993 from the Owen Graduate School of Management at Vanderbilt University.



WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

“The whole Mequoda team are very helpful and make the experience enjoyable as well as extremely useful.”

- Tom Kelly, Publisher, Vermont Life

THURSDAY DIGITAL SKILLS SESSION

September 16, 2010, 2 – 3:30pm

WordPress vs Drupal vs Telligent: Which CMS is Right for You?

Learn How to Make an Open-Source CMS your Online Publishing and Marketing Solution

Session description:

There are distinct differences between the three leading content management systems. WordPress and Drupal are both open source systems, but publishers choose one over the other for very different reasons. Whether it's the type of plugins, the interface, or the level of customization that a CMS offers, you have decisions to make when choosing a new one.

On the other side of the fence is Telligent, offering both a free (Graffiti) and paid CMS catering to corporations, but at a tiny price point. Even when inexpensive, why would a publisher choose a paid platform over a free one? Which type of CMS has more credibility and support?

In this session two publishers and one website developer will discuss their preferences in addition to the pros and cons of building their own sites on these platforms. Our lead developer Aaron Campbell who has created top downloaded plugins for Wordpress and contributes to every Wordpress release will discuss how the Mequoda Wordpress system has become as robust as it has, coming from a simple blogging engine.

LEADING THIS PANEL

Aaron D. Campbell, Mequoda

Doug Wade, Guideposts

TJ Harty, Interweave

Aaron Campbell is the owner and lead developer at Xavisys. He has ten years of programming experience, specializing in PHP, JavaScript, XHTML, and CSS. For the last several years, he's been building sites on WordPress, writing and releasing plugins, patching bugs and contributing to the WordPress core, and becoming involved in the WordPress community. Aaron is one of Mequoda's lead developers.

Doug Wade is the Webmaster at Guideposts, managing all aspects of their current websites and web technologies, including servers, web applications, database management and evaluating new technologies.

TJ Hardy is VP of Technology at Interweave. Interweave is one of the nation's largest art and craft media companies with businesses in magazine and book publishing, interactive and social media, television and video programming, directories, and events for craft enthusiasts.

WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"If you're serious about success in online publishing then you must attend the Mequoda Summit. It's the perfect blend of theory and application that will deliver results immediately. Without a doubt one of the best investments you can make."

- Kevin Woo, Marketing Manager, Sound Mind Investing



THURSDAY GENERAL SESSION

September 16, 2010, 4 – 5:30pm

21 Digital Publishing Mistakes and How to Avoid Them

Learn Valuable Lessons From Seasoned Publishing Professionals

Session description:

Every company is allowed their fair share of mistakes. In fact, the most successful companies have made loads of mistakes, and continue to make them every day. The difference between these companies and companies that don't make mistakes is that they're moving forward, trying new things, and ultimately getting ahead.

What's great about making mistakes though, is that everyone's making them—which means there's a lot to be learned from the mistakes of other companies. If only you knew the people at these other companies that could tell you some of their biggest no-no's so that you don't have to fall flat on your face just like them, maybe it could save you a little time and cash?

That's what this session is for. We've invited several publishers in for this panel session to discuss their biggest mistakes and how they cleaned up afterwards. You'll learn from very simple mistakes like, using the wrong color button on your website, to bigger mistakes like choosing the wrong CMS.

LEADING THIS PANEL

Alan Bergstein, Energy Central

Robert Brady, Business & Legal Resources



Alan Bergstein is the VP/Online and Director of Digital Strategies at Energy Central. Energy Central is a website hub for electric power professionals searching for information, products and services related to the energy industry. By teaming with companies that service the energy industry, Energy Central provides a broad base of information products all focused on a single industry and all accessible from a single site.



Robert Brady is the President and Founder of Business & Legal Resources. BLR is a leading compliance information company helping organizations comply with federal and state legal rules and requirements related to employment (DOL), safety (OSHA) and environmental (EPA) compliance. Employers know that they can count on BLR's industry-leading compliance and training solutions to keep them out of legal trouble, avoid fines, and save money.

WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"Mequoda is top notch and they all bring new discoveries to the forefront during this event."

- Shelby Kraus, Director of Marketing, Premier Guitar Magazine

THURSDAY DIGITAL SKILLS SESSION

September 16, 2010, 4 – 5:30pm

SEO Campaign Management

Using Free Content, SEO, PR and Link Building to Drive Website Traffic and Build Email Circulation

Session description:

If you produce editorial content that you want Google to find and index, SEO campaign management is the single most important skill, whether you publish a blog, books, magazines, newsletters, or any other digital information media.

Every writer and editor who expects to make a living in the 21st century needs to understand the strategies that are embraced in this session, presented by Bob Kaslik of Interweave, along with his team of rockstars who will show you how they've mastered the art of SEO in their company.

Even if you're not the individual who runs the SEO campaigns at your publishing company, you need to understand how SEO campaign management works.

After you've been in this session, you'll want to incorporate all of the strategies into every post – literally every piece of content you publish on your website.

If you're having a problem keeping up with the latest strategies for search engine optimization, and your SEO program is faltering, don't be discouraged.

In this session, you'll learn all the latest findings and best practice recommendations for SEO, blogging, email marketing, website design, copywriting, and more. You'll see what has worked and hasn't worked for the team at Interweave and walk away with a new appreciation for optimizing everything you post on your website.

LEADING THIS SESSION

Bob Kaslik, Interweave



Bob Kaslik, CMO at Aspire has enjoyed a 29 year career with leading special interest publishing and direct marketing companies.

Aspire Media owns Interweave, a multi-platform special interest arts and crafts publisher located in Loveland CO since 2007. Kaslik is responsible for subscription promotion and newsstand sales for Interweave's 16 arts and crafts enthusiast publications and all online audience development and email marketing for five daily eNewsletters and the eCommerce store with combined circulation over 1.25 million.

WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"Good stuff. Always up to the minute information (literally). Good to spend time with like-minded, forward-looking publishers and info providers."

- Charlie Spahr, CEO, Ceramic Publications Company

FRIDAY WORKSHOP

September 17, 2010, 8:30 – 12:30pm

Social Media Marketing

Building a Bigger Online Audience and Influencing More Sales Using Social Networks and Online Relationships

Who should attend:

Audience development managers, content marketers, and website designers alike should attend this hands-on workshop, which will teach the most basic social media skills, to the more technical ones.

Session description:

Social media is past the “fad” stage and has officially restructured the way that people read and distribute online content. There was a time when your only hope of being passed along was in your “forward to a friend” button on your email newsletter. Not anymore.

In this half-day workshop, attendees will learn both fundamental and advanced strategies behind a successful social media campaign. Starting out the workshop, we will go into the basic concepts of social media, and how it has affected the publishing industry.

From there, we’ll show you advanced real-world case studies of publishers like you who have been successful using social media sites such as Twitter, Facebook, LinkedIn, YouTube and different types of niche social networks.

Next, we’ll dive into the step-by-step of setting up Twitter, Facebook and YouTube accounts to drive the most traffic back to your website. We’ll go over rules for posting content, best practices and creative ideas for getting the most out of the social networks that you choose.

Finally, we’ll discuss the elements of a successful social media plan. We’ll determine the best types of content that you can repurpose on these external social networks in order to drive website traffic, and the metrics you should be watching in your day-to-day endeavors.

LEADING THIS WORKSHOP

Amanda MacArthur, Mequoda Group



Amanda MacArthur is Mequoda’s Social Media Trainer.

She works with clients to train editors and online marketers on how to use social media to drive website traffic and boost online sales. Amanda currently hosts three intensive training programs for publishers and their staff on the topics of blogging, Twitter and Facebook.

WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

“Great topic and informative - has me excited to pursue a social media strategy! The presenter really knows her stuff!”

- Jessica Mordo, Newsletter Editor, Sunset Magazine

About the Venue - Conference Center at Waltham Woods

THE CONFERENCE CENTER AT WALTHAM WOODS

860 Winter Street
Waltham, MA 02451
Tel. 781-434-7499



State-of-the-Art Conference Center

Located in the technology corridor surrounding Boston, Massachusetts, the Conference Center at Waltham Woods is a full-service meeting venue with 17,000 square feet of dedicated meeting rooms combined with wonderful food, superior in-room technology, and unsurpassed service.

Directions

From the East (Boston and Logan Airport) or West (Worcester)

West on the Mass. Pike/I-90 past tollbooth and follow the signs for I-95/128 North. Follow 95/128 North for approximately 2 miles to Exit 27B (Wyman Street/ Winter Street). At the lights, turn right onto Wyman Street. Remain in the right lane and bear right at the yield sign onto Winter Street. Remain in the right lane and cross back over Route 128. (Continue with "Directions for All" below.)

From the North (Burlington/Lexington) or South (Dedham/Newton)

Route 128/I-95 to Exit 27B (Winter Street). When coming off the exit, stay in the far right lane and follow Winter Street. (Continue with "Directions for All" below.)

Directions for All

Remain in the far right lane through two sets of lights, passing the Doubletree Hotel on your left. Travel around the Cambridge Reservoir (on right) for approximately .5 mile (pass AstraZeneca on left). Turn left at the granite sign announcing HealthPoint and Waltham Woods Corporate Center. Travel up the hill following the green signs to Waltham Woods Corporate Center for approximately .3 mile to a second granite sign for Waltham Woods (860-890 Winter Street) on the left. Immediately after sign, turn left into the parking lot for the Massachusetts Medical Society. Park near the Conference Center entrance. Designated parking is available for individuals with special needs. Enter the lobby through the glass doors.

Book Your Room Quickly!

The Conference Center does not have hotel accommodations. There are several hotels in the area that are able to accommodate you.

Doubletree Guest Suites Boston/Waltham
550 Winter Street
Waltham, MA 02451 781-487-4274

Courtyard Marriott Boston/Waltham
387 Winter Street
Waltham, MA 02451 781-419-0900

The Westin Waltham
70 Third Avenue
Waltham, MA 02451 781-290-5600

NETWORKING OPPORTUNITIES

Wednesday - Friday

Ample networking breaks

The Mequoda Summit enables all publishing professionals, regardless of job title or company size, to have two days to talk, listen and generally share ideas and experiences... in person... in a world class conference center.

There is nothing that compares to interacting with 75 other publishing professionals who do the same work...with the same enthusiasm!

When you attend the Mequoda Summit, you'll be surrounded by other like-minded publishers, editors and content marketers who are looking to build better online publishing businesses.

Mequoda Summits attract the most prestigious professionals in the publishing industry. During the Summit, you will be provided with numerous breaks and networking opportunities.

You are sure to make contacts that you'll keep long after the program ends. You'll also receive a list of attendees to help you keep in touch with your colleagues, exchange ideas and brainstorm solutions to problems.

The Mequoda Summit includes ample networking breaks during which refreshments are provided. This is your opportunity to meet with others, including Don and the Mequoda Team members in a relaxed, informal setting to share ideas and experiences.

Breakfast & Lunch Breaks

Be sure to arrive hungry. Morning offerings include freshly brewed coffees, assorted teas, hot chocolate, chilled juices, sodas and spring waters that are served with the chef's daily rotation of freshly baked breads, croissants, muffins, cinnamon rolls, Danish, scones, bagels, fresh fruit and breakfast bars. A rotation of cold cereal, hot oatmeal and yogurt with granola that varies each day is offered. During the afternoon, we add an assortment of sweet, salty and healthy snacks.

Lunch

At the Mequoda Summit, we provide you with a lunch buffet offering an abundance of choices that will satisfy every palate. Chefs select from the freshest ingredients available and chooses the best options from the market. Three entrees are offered – a Carved Item, a Vegetarian item, and a Chef's Choice. There are hot and cold accompaniments designed to compliment the menu, as well as freshly baked rolls and scrumptious desserts.

Cocktail party

After the event, you can relax, unwind, catch up, or network with a reception right outside our conference room. Hot and cold hors d'oeuvres will be served, in addition to an open bar with wine and beer. Also included are assorted hot and cold non-alcoholic beverages.

WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"Excellent presentations. Using real-life examples and asking for audience participation made presentations even more engaging. Thank you!"

- Anne Simpkinson, Online Managing Editor, Guideposts

Companies Who've Attended

Advantage Business Media	F&W Publications, Inc.	PennWell Publishing
Advantage Computing Systems, Inc.	FDANews	Penton Media/Digital Media & Communications Group
Affinity Media	Financial Operations Network	Perot Systems, Inc.
Aircraft Owners & Pilots Assoc	Fox Chapel Publishing	Pinnacle Publishing Group
AirlineCareer.com	Gearhead Marketing	Platts
All Star Investor	Gluten-Free Living	Premier Guitar
American Agricultural Editors	Green Haven Partners	Professional Education Institute
American Airlines Publishing	GulfStream Communications	Providence Publications
American Horse Publications	Harvard Health Publishing	PSCS
American Lantern Press	Healthcare Success Strategies	Readers Digest Association
AmericanStyle Magazine	Highlights for Children	Real Publishing, Inc.
Americas Test Kitchen	HMG	Real Simple
Asay Publishing	Horsemouth LLC	Rosen Group
Aspen Publishers	IMI/Resort Living Magazine	Securities Arbitration Commentator
Audible Inc.	Independent Investor, Inc.	Sound Mind Investing
Automotive News	Indiana University	Soundview Exec. Book Summaries
AutoWeek	Infocom Group	Southwest Bancorp
BAI Publishing	Insightmag.com/Wash. Times	Spidell Publishing, Inc.
Baird Direct Marketing, Inc.	Institute of Management & Administration	Staffing Industry Analysts
Beckett Media	Intelligent-Content Corp	String Letter Publishing
Belvoir Media Group	J.D. Power & Associates	Subscription Marketing Newsletter
Biblical Archaeology Society	John T Reed Publishing	Taunton Press
Blood-Horse Publications	JTL Consulting	TechColumbus
Broadcast Interview Source	Kaulkin Ginsberg	TENNISWIRE.org
BVR, LLC	KMC Media Company	The Connors Group
Cabot Heritage	Leaders Edge Magazine	The Kiplinger Washington Editors
Cabot Heritage	Leadership IQ	The Langfords Group
Cahaba Media Group	Leisure Arts	The Lutheran Magazine
Campus Fundraiser	Letter Publications, Inc.	The Motley Fool
Chain Leader Magazine	Livestock Publications Council	The Parent Institute
ChangeWave Research	Lorman Education Services	The Pertelt Group
China Stock Digest	Make It Better LLC	Time, Inc.
Compass Marketing	Manisses Communications	Trade Press Publishing Corp.
Concierge Preferred	Massachusetts Medical Society	Tufts University
Consumer Health Publishing	Mayo Clinic	United Press International
Crain Communications	McMahon Publishing Group	Vermont Life
Davis Publications	Miller Heiman, Inc.	Wanek Stein Tax Advisory Group
Deal Flow Media	Missouri Lawyers Media	Washington Times
DeLang Direct, LLC	Nat'l Assoc for Weight Loss Surgery	WatchTime Magazine
DharmaCafe.com	New Era Magazine	WD&S/DealersEdge
DigitalHatch	New Track Media	Wiesner Publishing
Dolan Media	Niche Magazine	World Publications
Dream of Italy	NRLA	Yankee Publishing
DTR Consulting	OptionsHouse, Inc.	Yellow Pages Integrated Media
EatingWell Media Group	Parenting Publications of America	Yoga Journal
EduGuide	Pathfinder Media Group	York Publishing
Eli Research		ZweigWhite
Elliott Wave International		
eSchool News		

Mequoda Summit Boston 2010 Registration

Registration Fees

Conference Pass (2 days)

Pricing through August 31st:

Single Attendee \$1197 per attendee
Multiple Attendees \$997 per attendee

Pricing through September 14th:

Single Attendee \$1497 per attendee
Multiple Attendees \$1297 per attendee

Friday Workshop Pass

Attend our Social Media workshop on Friday for an additional \$497 per attendee.

How to Register

Please complete the registration form and return, or register online.

By Mail:

Mequoda Group
77 Main St.
Hopkinton, MA 01748

By Phone: (866) 713-1005 or (401) 293-0401
9am-6pm EDT Monday - Friday

By Fax: (774) 759-3002

Register Online: MequodaSummit.com

Summit Benefits & Details

Valuable Contacts: advice about your Internet strategy.

Mequoda Summits attract the most prestigious professionals in the publishing industry. During the Summit, you will be provided with numerous breaks and you'll also receive a list of attendees, so you can create an informal network.

Take-Home Materials

When you attend the Mequoda Summit, you'll receive digital access to presentations and reference materials. These materials not only enhance the Summit experience, they also provide a convenient reference long after the Summit has ended.

Follow-up Assistance:

Upon completion of the Mequoda Summit, you will be entitled to call or email Don for 30 days thereafter to ask for

Our No-Risk, Money-Back Guarantee!

We're confident about the proven quality of our seminars, but if for any reason you're not satisfied with the Mequoda Summit, let us know by lunch on the first day and we'll refund your entire registration fee.

Cancellation & Refund Policy:

You may obtain a full refund if you cancel no later than 10 working days prior to the seminar. We often have a waiting list of people who can make it on short notice.

If you cancel after August 31st, we will be happy to apply your payment to any future Mequoda Summit.

Registration Form

Registration includes: Luncheons, refreshments, handouts and presentation materials.

YES, I (we) want to attend Mequoda Summit Boston 2010, September 15-17th.

1. Name _____
Title _____
Email Address _____
Phone (____) _____ FAX (____) _____

Friday workshop?
 Yes No

2. Name _____
Title _____
Email Address _____
Phone (____) _____ FAX (____) _____

Friday workshop?
 Yes No

Company _____
Address _____
City/State/Zip _____

Payment Information:
 Check Enclosed Bill Me

Bill My Credit Card # _____
Expire Date: _____