

MEQUODA SUMMIT WEST 2011

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
- 7 Information-Packed Workshops
- Up to Date Industry Best Practices
- New! Content Marketing Certification
- Bonus Social Media Workshop
- Four Powerful Keynote Speakers

YOUR HOSTS:



Don Nicholas
Executive Director
Mequoda Group



Kim Mateus
Educational
Services Director
Mequoda Group

KEYNOTES:



Matthew Bailey
SiteLogic



Michela O' Connor Abrams
Dwell



Clay B. Hall
Aspire



Jeanne S. Jennings
JeanneJennings.com

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APRIL 5 - 8

The San Ramon Valley Conference Center, San Ramon, CA 94583

www.MEQUODASUMMIT.com

A Note from Don Nicholas

Dear Colleague,

As explosive revenue growth continues in online publishing, our all-new Mequoda Summit and Internet Marketing Conference debuted in Boston last fall to record attendance.

Now this dynamic, hands-on program is coming to the spectacular San Ramon Valley Conference Center in the San Francisco Bay area April 5 - 8, 2011.

Mequoda Summit West 2011 is the headline event of the year for online publishers and content marketers. You'll immerse yourself in valuable knowledge of what's working best in the industry today, and walk away with practical, ready-to-deploy skills to spark new successes in your own organization.

The speakers you'll hear from have two things in common that will make a tangible difference in your experience. First, instead of trying to re-invent the wheel by figuring out how to build an internet business from scratch, they've succeeded by employing the specific techniques of the Mequoda System and by learning from like-minded publishers at our conferences.

And second, though each is enjoying extraordinary success, none is content; every one of them is eager to share their successes at Mequoda Summit West 2011 so they can keep learning. Bottom line: you'll meet some very successful online content marketers and learn very powerful concepts from actual practitioners who are eager to share with you how they made it happen.

Mequoda Summit West 2011 Features an All-Star Cast – now all that's needed is you!

Established in 2004, The Mequoda Group has researched and taught Internet publishing since it started. We have built some of the most successful content driven websites in the world, and taught others to do the same. We share this knowledge with clients and summit attendees, who in turn, train their own teams to understand the vast opportunities and how to take advantage of them.

Attend this Summit and our experiences in the world of online publishing will be yours, too. Virtually all of the highly successful Internet publishers you'll hear from got that way by linking up with Mequoda. This is your opportunity... don't miss it!

The online publishing wisdom shared at the Summit comes at a small price compared with the enormous opportunities that await you in online publishing. The event will be worth every moment of your time. Our Summits thus far have never yielded an unsatisfied attendee.

I hope to see you there.

Cordially,



Don Nicholas
Executive Director
Mequoda Group



Advisory Board

Cheryl Angelheart
Active Interest Media

Phil Ash
National Institute of Business Mgmt

David Ball
Meredith Corporation

John Bolton
Aspire Media LLC

Robert Brady
Business & Legal Resources

Philip Charles-Pierre
Guideposts

Andrew Clurman
Active Interest Media

James Comfort
The Successful Investor, Inc.

Stephanie Eidelman
insideARM LLC

David Foster
Business Valuation Resources, 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 Mgmt

TJ Harty
Aspire Media LLC

Caroline Heine
VibrantNation.com

Matthew T. Humphrey
Employer Resource Institute

Jeff Jackson
Farm Progress

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

Jeff Lapin
Farm Progress Companies

Ronald Liem
DestinAsian Media

Dra. Aliza Lifshitz
VidaySalud.com

Lucretia Lyons
Business Valuation Resources, LLC

Anna MacDonald
Anvil Publishing

Rocco Martino
Guideposts

Pat McKeough
The Successful Investor, Inc.

Barb Newton
Sunset Publishing

David Pyle
Aspire Media LLC

Stephen Reilly
VibrantNation.com

Sorin Vulpe
Picnic Media

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 and Kim 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 Eighth 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.

TUESDAY 4/5/2011

BONUS WORKSHOPS

8:30am		Content Marketing Basics (\$297 extra pp)
10:30		NETWORKING BREAK
11:00		Content Marketing Basics Cont.
1:00pm		LUNCH (not provided)
2:00	Mequoda Advisory Board Meeting	Mequoda SEO Workshop (\$297 extra pp)
3:30		NETWORKING BREAK
4:00		Mequoda SEO Workshop Cont.
6:00	Gold Members Only Reception & Dinner	

WEDNESDAY 4/6/2011

DIGITAL IDEAS TRACK

DIGITAL SKILLS TRACK

8:30am	Welcome Remarks	
9:00	Keynote: Managing Digital Transformation	
10:30	NETWORKING BREAK	
11:00	Leveraging Digital Content	Landing Page Testing & Optimization
12:30pm	NETWORKING LUNCH (provided)	Gold Member Marketing Roundtable
2:00	Keynote: Creating Multiplatform Brands	
3:30	NETWORKING BREAK	
4:00	Building Subscription Websites	Headline Writing Workshop
5:30	Digital Idea Roundtable	
6:00	NETWORKING RECEPTION	

THURSDAY 4/7/2011

DIGITAL IDEAS TRACK

DIGITAL SKILLS TRACK

8:30am	Embracing the Digital Future	
9:00	Keynote: Building Relationships with Email	
10:30	NETWORKING BREAK	
11:00	27 Ways to Increase Website Traffic	SEO Campaign Management
12:30pm	NETWORKING LUNCH (provided)	Gold Member Marketing Roundtable
2:00	Keynote: Making Analytics Fun & Profitable	
3:30	NETWORKING BREAK	
4:00	Creating the Perfect Digital Magazine	Video Production Workshop
5:30	Digital Idea Roundtable	

FRIDAY 4/8/2011

BONUS WORKSHOP

8:30am	Social Media Marketing (\$297 extra pp)	Integrated Social Media Marketing
9:00		Bloggging for Buzz
10:30		NETWORKING BREAK
11:00		Twitter Marketing Workshop
12:30pm		Program Adjourns

TUESDAY MORNING WORKSHOP

April 5, 2011, 8:30 – 1:00pm

Content Marketing Basics

Using Content to Sell Books, Apps, Subscriptions and Live Events

Session description:

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.

This four-hour workshop is for every level of employee, from CEOs and publishers to editors and marketers. We'll guide you through seven of the most important online publishing strategies that every content marketer should be trained in, in order to be successful online in 2011 and beyond.

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.

We will present the most up-to-date, critical information you absolutely must have to survive and thrive in an increasingly digital world.

In this session, we will be providing publishers with an ultimate plan for 2011.

LEADING THIS SESSION

Don Nicholas, Executive Director, Mequoda Group

Kim Mateus, Educational Services Director, 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.

Kim leads the Mequoda Research Team and is responsible for content development for all Mequoda events, seminars, workshops and in-house training programs. She works with new and existing Mequoda consulting clients to help assess their current Internet marketing programs and design educational and consulting services to increase their online revenues and profits.

WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"Brilliant stuff - can't wait to figure out how to apply it to our current web strategies that we're tackling during this transition."

- Stephanie Church, Editor-in-Chief, *The Horse*

TUESDAY AFTERNOON WORKSHOP

April 5, 2011, 2:00 – 6:00pm

Mequoda SEO Workshop

Keyword Research Step-by-Step & SEO Copywriting

Session description:

How much of your traffic comes from Google? If your website traffic from the highly accessible Internet doesn't at least double your print circulation numbers, then you have work to do. If you're paying big bucks for AdWords instead of driving traffic organically, you're wasting money.

Here's your opportunity to get personalized, hands-on coaching in how to research your own keywords and related keyword universe using the free Google Keyword Tool and the Google search engine. Learn how to quantify volume and competition, plus discover how to identify and target potential keyword phrases that could be used to increase the amount of traffic you get from Google.

At the conclusion of this session, you'll understand how to write SEO-friendly headlines, subheads and body copy. You'll know how to use a freemium-based SEO strategy to both attract traffic and to convert that traffic into email subscribers. And you'll walk out with a list of keyword phrases that you can use to launch your first freemium-based SEO campaign.

LEADING THIS WORKSHOP

Peter A. Schaible, Copywriter, Mequoda Group

Christopher Sturk, Managing Editor, Mequoda Group

Amanda MacArthur, Social Media Specialist, 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.

As Mequoda Group's Managing Editor, Chris compiles, edits and publishes posts on the Mequoda Daily blog. He then turns those blog posts into emails that are sent to subscribers on a daily basis. Chris contributes his insight to the Mequoda Daily as well, writing a few articles per week on an array of topics relevant to the Mequoda Daily's audience.

Amanda MacArthur is Mequoda's Social Media Specialist. 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...

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

- Charles Dismuke, SVP & Publisher, Oakstone Publishing

WEDNESDAY MORNING KEYNOTE

April 6, 2011, 9 – 10:30am

Managing Digital Transformation

How Interweave has Transformed from a Traditional Media Company to a Digital Media Powerhouse

Session description:

Clay Hall is the experienced entrepreneur, publisher and magazine enthusiast behind Aspire Media. He has led Aspire's Interweave to great success in the past several years. When Clay Hall "flunked retirement" at age 46 and bought Aspire Media, he quickly rose to be one of Mequoda's online publishing all-stars with his quick adoption of online media distribution and consumption.

Using free digital content to build online communities, Clay has built a tremendous following of loyal crafters. He's also become an expert in keeping the balance between legacy and digital media by creating new digital products from existing print material such as free instructional PDFs and videos.

In this session, Clay Hall will show attendees how he climbed the "digital ladder" so quickly and the steps that all publishers can take in order to better create profitable online businesses from their existing print companies without being "trigger-happy" and by incubating premium digital content platforms. He will also discuss his tips for convincing an established, intelligent, yet traditional team of print editors and marketers to start writing and marketing in this new publishing environment.

LEADING THIS KEYNOTE

Clay B. Hall, CEO, Aspire Media, LLC.

Clay B. Hall is Aspire Media LLC's CEO and has owned, operated, and advised magazine publishing companies for more than 30 years, providing leadership to more than 100 magazine titles in more than 20 sectors.

During this time, Mr. Hall has partnered with six different private equity firms. Aspire Media, with backing from Hall and private equity firms Frontenac Company and Catalyst Investors, owns Interweave Press, LLC, a 30-year-old leading publisher of craft magazines, books, and events.

Hall is the former owner/operator of Southwest Art magazine and Vice-President and Group Publisher of Cowles Enthusiast Media's outdoor recreation group. Hall has served on the boards of Wiesner Publishing, LLC, World Publications; August Home Publishing; Sports & Fitness Publishing; Greater Yellowstone Coalition, and Senior Golfer Publishing. Hall is a graduate of Virginia Commonwealth University's School of Mass Communications.



WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"Really professional well-run and coordinated conference with great access to some really interesting peers in their field."

-Matthew Smith, General Manager, Canongate Partners Pty.

WEDNESDAY DIGITAL IDEAS SESSION

April 6, 2011, 11:00 – 12:30pm

Leveraging Digital Content

Using Existing Content to Create and Sell New Content, While Increasing Traffic and Brand Relevance

Session description:

Publishers have long been fighting with the advanced concepts of leveraging their existing expertise and turning it into a succinct and solid online business model. Many publishers have grown into mobile application publishing, while others are thriving with digital platforms like online video and digital events.

Then there are publishers who simply haven't decided which platforms can work for them and may spend years watching others gain a competitive advantage simply for taking the first step.

In this session, Mequoda's Don Nicholas and Kim Mateus will start off by discussing the many different plausible ways that successful publishers are creating new exciting digital content and reliable, often renewable revenue streams. They will be followed by a panel of forward-thinking publishers who will share their own "ah-ha moments" so that you can pave a smoother road to digital publishing success.

LEADING THIS SESSION

Jeff Lapin, President, Farm Progress

Carl Kravetz, Publisher, Vida y Salud

David Foster, CEO, Business Valuation Resources



Jeff Lapin is the President of Farm Progress Companies. Farm Progress is a diversified agricultural media company, the largest among its competitors in the United States. They publish Prairie Farmer and Farm Futures and have local content delivered through 18 state and regional magazines. They also produce the Farm Progress Show.

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.

David L. Foster is the CEO of Business Valuation Resources (Portland, OR), an information-industry company he acquired in October 2005. BVR has the leading database of private company financials and sale prices, and is the premier provider of education and research for the business valuation and related professions.

WHAT MEQUODA SUMMIT ATTENDEES ARE SAYING...

"It was my first time here and I had an exceptional time! The Summit is an excellent place to gather current and future information as well as the perfect networking event to share successes and learning opportunities."

- Natalie Yelen, Content Lead, Active Interest Media

WEDNESDAY DIGITAL SKILLS SESSION

April 6, 2011, 11 – 12:30pm

Landing Page Testing & Optimization

Using a Proven Testing Method for Increasing Website Conversion Rates

Session description:

Marketers who test and tweak their landing pages are almost twice as likely to attain conversion rates that exceed industry averages, compared with those who do nothing.

So, if testing is such a key component to creating effective landing pages, why aren't more online publishers doing it?

While every direct marketer has heard the mantra, "test, test, test," many consider multivariate and A/B split testing to be tedious, time-consuming or expensive. And given all the recent changes in technology, only a relatively few publishers actually know how to measure and evaluate website landing pages effectively – or what changes to make based on the results.

In this session, you will discover the little-known multivariate and A/B split testing practices of "test junkies" from one of the most test-savvy publishing companies out there, Business & Legal Resources. Matt Humphrey (CMO) and Raphael Cardoso (Sr. Marketing Manager) have agreed to share their years of experience and demystify the secrets of multivariate and A/B split testing.

LEADING THIS WORKSHOP

Matthew Humphrey, CMO, Business & Legal Resources

Rafael Cardoso, Sr. Online Marketing Manager, Media and Advertising, Business & Legal Resources



Matt is the Chief Marketing Officer of BLR-Business & Legal Resources, a provider of employment, safety, and environmental compliance solutions. In various roles at BLR, Matt has driven product development as well as marketing efforts. Previously, Matt was director of newsletter marketing at Paperloop, nowRISI, the leading provider of pricing and economic data to the pulp, paper, and forest products industry. He began his career on the editorial side of the content business, and served as editor of the San Francisco Review of Books.

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

April 6, 2011, 2 – 3:30pm

Creating Multiplatform Brands

How Dwell has Evolved from a Magazine into an Award-Winning Multiplatform Lifestyle Media Company

Session description:

With an internal motto of “Bringing good design to everyone anywhere, anytime, any place and in any form”, Dwell takes no prisoners when it comes to mastering multiplatform online publishing. They host one of the largest design events in the US, have started their own ad network and most recently have jumped headfirst into mobile application development.

In this session, Michela O’Connor Abrams, President of Dwell Media will divulge the model of Dwell.com as a subscription engine, while instructing publishers on what Dwell has learned and still needs to learn to become a better digital media company.

Abrams stresses the importance of community, and serving the community on the platforms of their choice, not ours. With just 43 employees, Abrams will enlighten publishers on both the simple and more progressive steps that can be taken to survive a recession and create successful digital and print products.

LEADING THIS KEYNOTE

Michela O’Connor Abrams, Dwell Magazine



Michela O’Connor Abrams is the President of Dwell Media, the award-winning design and lifestyle media company based in San Francisco. Most recently, Ms. O’Connor Abrams has initiated several successful brand platforms for Dwell Media including Dwell Digital, Dwell on Design events, and the Dwell Homes Collection.

The newest Dwell platform launched by the Dwell team this Spring is the for-profit platform Dwell Insights Group and its groundbreaking New Face of Affluence reports.

In over 25 years of experience in publishing, online branding strategies, trade show management, and strategic business development; Michela has held executive positions at IDG, Ziff-Davis, and McGraw-Hill. She was most recently named President of the GoodWeave Int’l Board and is a frequent speaker on branding and media innovation at Universities, associations, industry events, and symposia. She is also the chairwoman for the annual Divine Design event in Los Angeles to benefit Project Angel Food.

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 IDEAS SESSION

April 6, 2011, 4:00 – 5:30pm

Building Subscription Websites

Nine Proven Business Models for High Profit Publishing Websites

Session description:

There's a tidal wave of change hitting the publishing industry and its name is subscription websites. At its purest level, a subscription website is simply any site that withholds access to some or all of its content for registration; many also require payment for access to the primary user benefit.

With 250 digital magazines premiering on the Apple iPad platform, and more than four million iPads already sold, there is a vigorous renewed interest in digital subscription products.

This is great news, nothing matches a successful subscription product that's based on the continuity revenue model— sheer profit.

That's because regardless of the subscription price, the typical customer is a loyal, paying subscriber for an average of 36 months. So a publisher's initial marketing efforts generally yield revenue for years to come.

During this session, Mequoda's Don Nicholas and Kim Mateus will review three dramatic changes in the subscription website revenue model that can mean unprecedented revenue and profits for you.

LEADING THIS SESSION

Don Nicholas, Executive Director, Mequoda Group

Kim Mateus, Educational Services Director, 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.

Kim leads the Mequoda Research Team and is responsible for content development for all Mequoda events, seminars, workshops and in-house training programs. She works with new and existing Mequoda consulting clients to help assess their current Internet marketing programs and design educational and consulting services to increase their online revenues and profits.

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

April 6, 2011, 4:00 – 5:30pm

Headline Writing Workshop

Crafting Headlines that Maximize Readership and Trigger Response

Session description:

If you are selling anything online in 2010, you need to become an expert at writing headlines that attract reader attention, communicate a succinct message, and persuade the user to take immediate action. And you must do all that in a very limited number of words.

The harsh discipline of writing for a very constrained space forces you to produce the best work you've ever created. These headlines are fundamental to email marketing, blogging, inline text ads, Google Ads and getting people to your site via social media. Many of these methods require a captivating headline, a couple of lines of benefit-laden body copy, and a call to action. While it's relatively easy to overcome a customer's objections with long copy, it's very different (and challenging) to do it in 50 to 140 characters.

Writing effective headlines requires creativity and precise wordsmithing skills. But there's a formula for success. When you discover the formula, it's easier to duplicate. In this session, Copywriter Peter A. Schaible along with Mequoda's Amanda MacArthur and Chris Sturk will show you the proven methodology for structuring headlines with maximum impact.

LEADING THIS WORKSHOP

Peter A. Schaible, Copywriter, Mequoda Group

Christopher Sturk, Managing Editor, Mequoda Group

Amanda MacArthur, Social Media Specialist, 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 conversion landing pages, sales letter landing pages, and other written components of Mequoda System websites.

As Mequoda Group's Managing Editor, Chris compiles, edits and publishes posts on the Mequoda Daily blog. He then turns those blog posts into emails that are sent to subscribers on a daily basis. Chris contributes his insight to the Mequoda Daily as well, writing a few articles per week on an array of topics relevant to the Mequoda Daily's audience.

Amanda MacArthur is Mequoda's Social Media Specialist. 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...

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

- Jackie Flaherty, Manager, iProduction

THURSDAY MORNING KEYNOTE

April 7, 2011, 9 – 10:30am

Building Relationships with Email

The Basis of a Profitable Content Marketing Strategy

Session description:

Email isn't dead. In fact, it's still the best way to keep in constant contact with prospective customers and maintain an ongoing relationship for the future. The Direct Marketing Association projects that email marketing returned \$42.08 for each dollar spent last year.

In this keynote presentation Jeanne Jennings will provide real-world examples of inexpensive strategies and tactics you can implement with your own email program. You'll learn why email is still the marketing channel of choice not just for publishers, but for loyal subscribers who prefer to keep an open line of communication with content creators.

Jeanne will go through the crucial steps of implementing an effective content strategy while still efficiently balancing editorial versus promotional messaging.

Additionally, she will show you when, where and how to leverage social media, video, mobile and other new tactics with your email marketing program for maximum impact.

Jeanne will share quantitative results as well as the strategic, tactical and creative changes that made them possible. You'll gain practical tips that you can take back, test and implement with your own email marketing program.

LEADING THIS KEYNOTE

Jeanne S. Jennings, President, JeanneJennings.com

Jeanne S. Jennings is an independent consultant and recognized expert in the field of email marketing strategy and tactics with over 20 years of experience in the online/Internet marketing realm. Her direct response focus gets results for her publishing clients, which include:

- CQ Press
- Capital Press
- Consumer Reports
- FDAnews
- IHS
- Lillenas
- Melcrom
- National Institute of Business Management
- StayWell Consumer Health Publishing, A Harvard Medical School Strategic Business Alliance



Prior to going out on her own in 2001, Jeanne was head of email product development for Reed Business Information US, then the largest B2B publisher in the U.S. and a subsidiary of Reed Elsevier. She is a regular columnist for ClickZ Experts and author of *The Email Marketing Kit: The Ultimate Email Marketers Bible*, which was published by SitePoint. Learn more at www.JeanneJennings.com.

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

April 7, 2011, 11 – 12:30pm

27 Ways to Increase Website Traffic

Dozens of Sources You Could be Using to Build Inbound Links and Drive Targeted Traffic

Session description:

No matter what your revenue model is, continuous inbound traffic should be one of your highest priorities. Building inbound links is one of the key strategies of Search Engine Optimization and Content Marketing. Most publishers only engage in several ways to build website traffic.

The primary goal of building website traffic through inbound links, for many publishers, is to convert those visitors into email subscribers or into paying customers. For others, their advertisers rely on those impressions to determine whether or not to continue buying ad space on a site.

In this rapid-fire session, Don Nicholas and Kim Mateus from Mequoda will give you 27 ways that you can use blogs, social media and even traditional media to keep website traffic growing.

Don and Kim will provide attendees with practical tips for getting more visitors to their website, starting immediately. You'll walk out of this session 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, Executive Director, Mequoda Group

Kim Mateus, Educational Services Director, 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.

Kim leads the Mequoda Research Team and is responsible for content development for all Mequoda events, seminars, workshops and in-house training programs. She works with new and existing Mequoda consulting clients to help assess their current Internet marketing programs and design educational and consulting services to increase their online revenues and profits.

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

April 7, 2011, 11 – 12:30pm

SEO Campaign Management

Using Free Content, SEO and Link Building to Drive 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.

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.

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 Danielle Werbick and Anne Oaks of Interweave, you'll be shown how they've mastered the art of SEO in their company.

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

Danielle Werbick, Director of Audience Development, Interweave

Anne-Laure Oaks, Audience Development Manager, Interweave

Danielle Werbick is the Director of Audience Development for Interweave. With 13 years experience working in consumer marketing, Danielle manages the company's SEO strategy, online community building, and email marketing programs. To date, the Interweave communities have launched more than 60 SEO campaigns resulting in increased organic traffic and more than 700 page one rankings.

Anne-Laure Oaks has been working in direct marketing for almost 10 years. Anne is the Audience Development Manager for Interweave, one of the nation's leading multiplatform craft media companies. She manages SEO for the Artist Daily, Beading Daily, Quilting Arts, Jewelry Making Daily, and Cloth Paper Scissors communities.

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

April 7, 2011, 2 – 3:30pm

Making Analytics Fun & Profitable

Cutting Through the Clutter to Determine What the Numbers Really Mean

Session description:

The term “Website Analytics” is a phrase that sends shivers down the spines of most marketers. For years, publishers have simply accepted that analytics are a complex maze of statistical data better left to “those analyst guys...” Join the enlightened site owners who have shaken off their fears and assumptions and embraced analytics for what it truly is; the voice of your customer telling you exactly what they want and need.

Because marketing a website is about building a reputation—not just quickly gaining search engine rankings—publishers should focus on improving sites so that they perform well long-term.

Matt Bailey of SiteLogic will share why analytics is not about numbers, but rather is about the user experience.

In this session, find out how to draw new ideas and measurements from your analytics to create a solid and impactful plan for your future.

LEADING THIS KEYNOTE

Matthew Bailey, Founder, SiteLogic

Matt Bailey is the founder and president of SiteLogic Marketing. With over a decade in the web marketing industry, Matt excels in combining his marketing background with programming know-how to help companies create comprehensive strategies that improve web presence and conversions.



Matt was an internet entrepreneur in the early 90s, which led to his development in search engine optimization. After founding SiteLogic in early 2006, Matt’s reputation earned him immediate attention in the industry and SiteLogic has quickly risen as one of the top online marketing agencies.

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 IDEAS SESSION

April 7, 2011, 4 – 5:30pm

Creating the Perfect Digital Magazine

Nine Characteristics of a Digital Magazine that are Defined by the User Experience and Dictate Future Requirements

Session description:

Today, many consumers have begun predicting the demise of print publications. Pay-for-access online content is gaining newfound acceptance, and eReaders and computer tablets are enjoying soaring popularity.

What characterizes a magazine in 2011, as many publications transform from print to digital and deliver content on a tablet computer that's part netbook, part phone, part personal digital assistant, and part mobile Internet device? The essential core characteristics of a magazine are those that define the user experience. The attributes that define a magazine are not necessarily better or worse than those that define other media – websites, movies, books, etc. They are simply different in terms of the user experience.

In 2011 and beyond, users will expect their subscription content to be available to them everywhere, and publishers should not risk disappointing them by making exclusive platform alliances and only creating content on a single platform.

In this session, learn how to cope and then thrive with these new publishing platforms and bring your magazines to new heights. In a panel discussion, attendees will learn from other publishers who have already or are currently building “the perfect digital magazine”.

LEADING THIS SESSION

Don Nicholas, Executive Director, Mequoda Group

Kim Mateus, Educational Services Manager, 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.

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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

April 7, 2011, 4 – 5:30pm

Video Production Workshop

Industry Secrets for Creating Online Video and Tricks for Getting them Seen

Session description:

Web Video is changing the way people experience the Internet. In this session Patrick Hughes from VisualPost.com will go over the current state of web video. Attendees will learn about the latest in web video equipment, online video platforms and where web video is moving.

Patrick will then give an overview of the web video production process. In addition, he'll help publishers looking to create their own inhouse studio find the equipment they need to get started, what to shoot and where to share it online.

Attendees will then be broken up into groups so they can create their own videos. Patrick will guide the different groups through shooting their test videos and will then do a live demonstration of uploading a video to YouTube.

He'll share his insights on best practices for uploading, including tips on how to SEO YouTube video and other online video sharing sites. There will be wrap-up Q&A session on all things web video.

LEADING THIS SESSION

Patrick Hughes, Production Director, VisualPost
Amanda MacArthur, Social Media Specialist,
Mequoda Group



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.

Hughes is the originator of the very first "Follow Friday" video series, a popular weekly clip and video show that highlights popular social media users.

Amanda MacArthur is Mequoda's Social Media Specialist. 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...

"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

April 8, 2011, 8:30 – 12:30pm

Social Media Marketing Workshop

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

Session description:

In general, bloggers don't go around calling themselves publishers. Yet as publishers, we automatically assume that since we have a blog, we are bloggers. The blogging community is close-knit. Bloggers exchange links, mentions and even promotional slots in their email newsletters, with other bloggers.

It's very much give-and-take. To be part of the community you need to leave comments, link to other bloggers and tell bloggers when you've linked to them. You need to be a positive source of content and collaboration.

You also have to create great content.

To engage effectively with social media, the same rules apply. There isn't a "one-size-fits-all" method, but in this session, we'll show you successful publishers that are making a big dent in the social media sphere and the techniques they're using to do it.

In this four-hour workshop, Mequoda's Don Nicholas and Amanda MacArthur will discuss how Twitter affects workflow and the results you should expect.

They'll dive down into the nitty gritty of how to write an effective marketing tweet and get into the hands-on mechanics of managing your accounts with applications that allow you to schedule tweets and create a more productive social media workflow.

LEADING THIS WORKSHOP



Don Nicholas, Executive Director, Mequoda Group

Amanda MacArthur, Social Media Specialist, Mequoda Group

Amanda MacArthur is Mequoda's Social Media Specialist.

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 - San Ramon Valley Conference Center



The San Ramon Valley Conference Center

3301 Crow Canyon Rd. San Ramon, CA 94583

Ph: 925.866.7612

Fax: 925.866.7687

Nestled on sixteen serene acres in the East Bay hills, the San Ramon Valley Conference Center's campus like environment encourages success. The San Ramon Valley Conference Center is close to Oakland International Airport and San Francisco International Airport.

Directions

From San Francisco Airport:

Take Highway 101 South (San Jose) take the CA-92 exit towards Hayward/Half Moon Bay/Fashion Island Blvd. Take the Interstate 880 North, cross the San Mateo Bridge to Interstate 880 North, continue on Interstate 880 North (Oakland) to Interstate 238 that becomes 580 East to Interstate 680 North (Concord and Sacramento), continue on Interstate 680 North to the Crow Canyon exit, go East (right) on Crow Canyon Road for about 2 blocks, go past Camino Ramon, turn right into the San Ramon Valley Conference Center parking lot. Follow the signs to the Guest Service Desk.

From Oakland Airport:

Take Interstate 880 South to Interstate 238 that becomes 580 East to Interstate 680 North (Concord and Sacramento), continue on Interstate 680 North to the Crow Canyon exit, go East (right) on Crow Canyon Road for about 2 blocks, go past Camino Ramon, turn right into the San Ramon Valley Conference Center parking lot. Follow the signs to the Guest Service Desk.

For additional San Ramon Valley Conference Center transportation options, please contact us directly at (925) 866-7500.

Book Your Room Quickly!

The San Ramon Valley Conference Center has 119 onsite lodging rooms just steps away from meeting facilities to ensure your stay is as comfortable as it is convenient. Each guest room is designed with a blend of residential and office features that offer business travelers the comforts of home.

Our comfortable accommodations amenities include private bath, well-lit desk space, modem lines, telephones, cable television, coffee maker, irons, ironing boards and hairdryers.

NETWORKING OPPORTUNITIES

Tuesday - Friday

Ample networking breaks

The Mequoda Summit enables all publishing professionals, regardless of job title or company size, to have four 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...

"Great Summit. Lots of changes since I attended in 2006 - I won't wait 4 years until I return again!"

- John Fitzgerald, Director of Business Planning & Online Commerce, Automotive News

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
Cahaba Media Group	Leadership IQ	The Langfords Group
Campus Fundraiser	Leisure Arts	The Lutheran Magazine
Chain Leader Magazine	Letter Publications, Inc.	The Motley Fool
ChangeWave Research	Livestock Publications Council	The Parent Institute
China Stock Digest	Lorman Education Services	The Pertelt Group
Compass Marketing	Make It Better LLC	Time, Inc.
Concierge Preferred	Manisses Communications	Trade Press Publishing Corp.
Consumer Health Publishing	Massachusetts Medical Society	Tufts University
Crain Communications	Mayo Clinic	United Press International
Davis Publications	McMahon Publishing Group	Vermont Life
Deal Flow Media	Miller Heiman, Inc.	Wanek Stein Tax Advisory Group
DeLang Direct, LLC	Missouri Lawyers Media	Washington Times
DharmaCafe.com	Nat'l Assoc for Weight Loss Surgery	WatchTime Magazine
DigitalHatch	New Era Magazine	WD&S/DealersEdge
Dolan Media	New Track Media	Wiesner Publishing
Dream of Italy	Niche Magazine	World Publications
DTR Consulting	NRLA	Yankee Publishing
EatingWell Media Group	OptionsHouse, Inc.	Yellow Pages Integrated Media
EduGuide	Parenting Publications of America	Yoga Journal
Eli Research	Pathfinder Media Group	York Publishing
Elliott Wave International		ZweigWhite
eSchool News		
F&W Publications, Inc.		

Mequoda Summit West 2011 Registration

Registration Fees

Pricing through March 15th:

Single Attendee \$1297 per attendee
Multiple Attendees \$1197 per attendee

Pricing through April 5th:

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

Tuesday & Friday Bonus Workshops

Attend our workshops on Tuesday & Friday for an additional \$297 per attendee, per workshop.

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

Registration Form

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

YES, I (we) want to attend Mequoda Summit West 2011, April 5-8.

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

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

Tuesday Morning Content Marketing Workshop?
 Yes No

Tuesday Afternoon SEO Workshop?
 Yes No

Friday Morning Social Media Workshop?
 Yes No

Company _____
Address _____
City/State/Zip _____

Payment Information:
Check Enclosed Bill Me

Bill My Credit Card # _____
Expire Date: _____

Summit Benefits & Details

Valuable Contacts:

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.

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.

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.

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 event.

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 advice about your Internet strategy.