

# MEQUODA SUMMIT

ADVANCED DIGITAL STRATEGIES  
FOR PUBLISHERS

# WEST 2012

## A TWO-DAY MASTER CLASS FOR ALUMNI

Take your digital content marketing to new heights at our Colorado Summit  
**Engage your audience • Increase revenue • Activate your brand**

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### > April 11–12, 2012

CenturyLink Conference Center  
Lakewood, Colorado

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- Digital content strategy—new imperatives for monetization
- SEO, SMO, and email strategies—compelling case studies and real-world results
- Exclusive updates to Mequoda best practices
- Inspiration and insights from industry leaders

*Hosted by Don Nicholas and Kim Mateus*

## SUMMIT HIGHLIGHTS

### > DAY ONE

- Keynotes by Andy Clurman, Danielle Werbick, and Phil Ash
- Master classes in SEO, SMO, email marketing, and revenue generation
- Networking cocktail party and Hall of Fame awards dinner

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### > DAY TWO

- Burning questions roundtable discussions
- CEO power panel featuring Clay Hall, Stuart Hochwert, and Phil Ash
- Networking, networking, networking!

**ADVISORY BOARD  
ORGANIZATIONS**

Active Interest Media  
American Quarter Horse  
Association  
Aspire Media  
Biblical Archaeology Society  
Business & Legal Resources  
Capitol Information Group  
DestinAsian Media Group  
Farm Progress Companies  
Harvard University  
The Motley Fool  
Meredith Corporation  
Natural Health Advisory  
Institute  
Prime Publishing  
Rodale Inc.  
The Successful Investor  
Vibrant Nation  
Vida y Salud

Dear Mequoda Alumnus:

As someone who has previously attended a Mequoda event, I'd like to invite you to attend the Mequoda Summit, April 11–12, 2012 in Lakewood, Colorado. At this popular industry event, we'll examine how some of the world's most successful publishers are growing profits, improving performance, and driving measurable results through innovative SEO, SMO, email, and digital marketing strategies.

This event is not for those who are just starting out in online publishing. Rather, it's an advanced master class—specifically designed for experienced digital publishers who want to take their knowledge and skills to the next level. The pace will be quick, the information intensive, and the ideas powerful.

Anyone who has previously attended the Summit can tell you that this event provides an incredible return on investment. In just two days, you'll emerge with at least ten ideas you can put into practice right away within your organization—new techniques and strategies aimed at growing your audience, response rates, and revenues.

This year, we've assembled an incredible lineup of industry experts, added interactive roundtable events, and brought back our always-popular Hall of Fame awards dinner. You'll hear from Andy Clurman, Danielle Werbick, Phil Ash, Clay Hall, and Stuart Hochwert—all recognized innovators in digital publishing—as they share insights, answer your questions, and provide in-the-trenches perspectives on some of the industry's most pressing challenges.

But the Summit isn't only about learning. The networking opportunities are also hard to beat. Throughout the program, you'll have several opportunities to engage with an elite group of peers—accomplished leaders in the world of digital publishing—and share war stories, best practices, and believe-it-or-not ideas. The bonds forged often extend far beyond the Summit. For many, lasting friendships are formed, ventures are vetted, support is provided, and future partnerships are established.

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

I hope to see you in Colorado in April.

Kind regards,



Don Nicholas  
CEO, Mequoda Group

P.S. You can register online at [www.mequodasummit.com](http://www.mequodasummit.com).

P.S.S. Not a Mequoda alum and would like to attend? Please give our lead instructor Kim Mateus a call at (401) 293-0401.

# AGENDA

## WEDNESDAY, APRIL 11, 2012

- 7:00 AM **Continental breakfast and registration**
- 8:00 AM **Welcome and introduction**  
Don Nicholas, CEO, Mequoda Group  
Kim Mateus, Chief Content Officer, Mequoda Group
- 8:30 AM **Opening keynote address**  
*Managing Digital Media Transformation—Driving Success in the Digital Age*  
Andy Clurman, President and COO, Active Interest Media
- 9:00 AM **Master class**  
*Search Engine Optimization (SEO) Imperatives and Insights*
- 11:00 AM **Master class**  
*Social Media Optimization (SMO) Strategies and Tools*
- 12:30 PM **Luncheon and keynote address**  
*Refocusing Online Editors—Getting Them Excited About Driving Revenue*  
Danielle Werbick, Director of Online Marketing, Interweave
- 2:00 PM **Master class**  
*Email Traffic-Builders*
- 3:30 PM **Afternoon break**
- 4:00 PM **Master class**  
*Revenue Generation Tactics and Tips*
- 5:30 PM **Networking cocktail party**
- 7:00 PM **Hall of Fame awards dinner**  
Keynote address  
*Leveraging Editorial Content—Gaining Efficiency from Minimum Information Units*  
Phil Ash, President, Capitol Information Group

## THURSDAY, APRIL 12, 2012

- 8:00 AM **Continental breakfast**
- 9:00 AM **Burning questions roundtable #1**
- 9:40 AM **Burning questions roundtable #2**
- 10:30 AM **Morning break**
- 11:00 AM **CEO power panel**  
Clay Hall, CEO, Aspire Media  
Stuart Hochwert, CEO, Prime Publishing  
Phil Ash, President, Capitol Information Group
- 12:00 PM **Closing remarks**

### ABOUT KIM MATEUS

As Chief Content Officer, Kim oversees all training and educational programs including the Mequoda Summit, Bootcamp, and webinars. She also serves as primary contact for the media, partner organizations, and clients. In this capacity, Kim interviews dozens of publishing executives each year—helping them identify and implement strategies for improving online business performance. Kim serves as lead instructor at Mequoda’s public and private events, sharing best practice examples and real-world case studies with publishers around the world.

### ABOUT DON NICHOLAS

Don Nicholas, CEO of Mequoda Group, specializes in new business development and organizational management. The author of hundreds of books, white papers, and articles on media management, Don also leads dozens of training programs for Mequoda Group, FIPP, MPA, SIPA and other organizations. Over the past three decades, Don has guided the development of hundreds of well-known media brands and serves on the boards of SIPA and Aspire Media.

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### BURNING QUESTIONS ROUNDTABLES

#### Choose two:

SEO marketing  
SEO tools  
Twitter marketing  
Facebook marketing  
Email marketing  
Digital magazine publishing  
Digital book publishing  
Managing digital transformation

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# INTERACTIVE HIGHLIGHTS

## NETWORKING COCKTAIL PARTY AND HALL OF FAME AWARDS DINNER

WED | 5:30 PM

All Summit attendees are invited to our cocktail reception and awards dinner. Relax, mingle, and network with peers at the cocktail reception. Then, you'll celebrate the individuals who are setting the standards and creating best practices in the field of digital content marketing. It all happens at a Summit alum favorite, the Hall of Fame awards dinner.

## BURNING QUESTIONS ROUNDTABLES

THURS | 9:00 AM

Does my company really need a website, a blog, and brand pages on YouTube, Facebook, Twitter, and Google+? How do I find the right talent to help my publication continue our digital transformation? What are realistic digital revenue goals for my business in year one, year five, and year ten?

So often key questions come to mind hours or days after leaving a conference session. Our burning questions roundtables solve that problem by opening up the conversation to address your most burning digital content strategy concerns.

### Choose two

Eight forty-minute roundtable discussions follow relevant topic tracks:

- SEO marketing
- SEO tools
- Twitter marketing
- Facebook marketing
- Email marketing
- Digital magazine publishing
- Digital book publishing
- Managing digital transformation

## CEO POWER PANEL

THURS | 11:00 AM

Clay Hall, CEO, Aspire Media  
Stuart Hochwert, CEO, Prime Publishing  
Phil Ash, President, Capitol Information Group

The CEO power panel offers a rare opportunity to fire tough questions directly at the experts. Hear from industry leaders who are successfully deploying digital content strategies. Chief executives from three diverse publications have agreed to sit in the hot seat and share their insights. They'll discuss which digital content strategies have worked, which haven't, and why. You'll learn about ideas that resulted in spectacular success and down-in-flames failure. Find out about missed opportunities—the programs they wish they had implemented (but didn't), and the trends they see redefining the industry landscape.

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

## KEYNOTE SPEAKERS

### OPENING KEYNOTE

WED | 8:30 AM

*Managing Digital Media Transformation—Driving Success in the Digital Age*

Andy Clurman, President and COO, Active Interest Media

In the first keynote of the day, Andy Clurman will share the three initiatives guiding the transition of Active Interest Media (AIM) into a thriving multi-platform media company. Learn how Apple, Amazon, and Zinio factor into AIM's digital strategy and what Andy perceives to be the most crucial communications medium for companies today.

As President and COO, Andy oversees management of AIM's 32 special interest magazines, as well as consumer shows, conferences, and book, video, and online publishing. AIM's award-winning titles include *Yoga Journal*, *Backpacker*, *American Cowboy*, *Log Home Living*, *Vegetarian Times*, *Yachts International*, and *Black Belt*. The company produces log home shows and yoga conferences across the U.S. AIM also produces world-class, in-water boat shows, including the Ft. Lauderdale International Boat Show (FLIBS), the largest in the world. AIM custom publishes magazines for a number of leading U.S. companies including Vail Resorts, Whole Foods, The Vitamin Shoppe, and Krogers.

### LUNCHEON KEYNOTE

WED | 12:30 PM

*Refocusing Online Editors—Getting Them Excited About Driving Revenue*

Danielle Werbick, Director of Online Marketing, Interweave

Historically, editors were hired solely to create great products while someone else was responsible for selling and marketing them. The digital sphere demands a new breed of editor, one who understands and embraces ways to turn content into revenue and who uses language not only to communicate ideas, but to connect and to provoke paid engagement. In addition to creating relevant content, online editors must understand the economics of email, social media, online commerce, and advertising. Hear how Danielle Werbick turned her legacy editors into “superhuman” content marketers who do it all: delight their audience, serve their publisher, and enjoy the mix of art and commerce.

Danielle is the Director of Online Marketing for Interweave, one of the world's largest arts and crafts media companies. Interweave, with parent company Aspire Media, manages a vast network of print magazines, books, websites, communities, television shows, and events focused on crafts including sewing, knitting, spinning, painting, beading, and fiber arts. Informed by 14 years' experience in consumer marketing, Danielle manages the company's online strategy including content curation, community building, SEO, SMO, and email marketing programs.

### DINNER KEYNOTE

WED | 7:00 PM

*Leveraging Editorial Content—Gaining Efficiency from Minimum Information Units*

Phil Ash, President, Capitol Information Group

There was a time when articles were produced once for print and never used again. Not any more. To derive maximum value, companies must establish a discipline of multi-platform re-distribution of content across free and paid media. Repurposing long-form content into short-form content and transforming short-form content into long-form has become standard operating practice. As publishing content becomes the primary way that brands build audiences online, the ability to repurpose content into findable, sharable units is more important than ever.

Mequoda Hall of Famer Phil Ash will explain how his team uses the concept of minimum information units to leverage the same editorial resources and research to produce both premium content and affinity content across many platforms.

Phil is the President of Capitol Information Group, the publisher of *Investing Daily* and *Business Management Daily*. *Investing Daily* provides actionable investment advice to self-directed investors. *Business Management Daily* provides plain-English business advice in the areas of human resources, leadership, office tech skills, tax minimization, and more.

In addition to his strategic and leadership roles at both entities, Phil has developed a passion for designing websites that serve customer needs, develop prospect lists, and drive sales. From keyword research to usability studies to order flow testing, he's done it all.

# MASTER CLASS DESCRIPTIONS

## SEO IMPERATIVES AND INSIGHTS

WED | 9:00 AM

- **Embrace metadata:** About.com’s content providers, or guides, excel at both SEO and link-building, attracting enormous inbound traffic from Google and monetizing their web pages through Google AdSense. Learn the SEO meta-tactics that these editors use to drive 51 million unique visitors to their website every month.
- **Leverage keyword clusters:** Anne-Laure Oaks, Director of Audience Development at Interweave, will discuss the innovative strategy that has boosted email signups by 80% for many of Interweave’s online special interest properties.
- **Publish blockbuster posts:** A blockbuster SEO article will show up in the first three pages of Google, preferably page one, and remain there for an extended amount of time. Discover how Stuart Hochwert at Prime Publishing has developed a culture around blockbuster posts that drives millions of visitors to his websites every month.
- **Benchmark Google:** Before planning any substantial SEO updates to your website, you should always benchmark your current rankings before and after the change to assess the impact. Learn how TSI Network built a more SEO-driven website by measuring benchmarks before and after a large SEO transition.
- **Pay attention to site maps:** HTML sitemaps control which website elements are found by search engines. A thoughtfully designed sitemap strategy shows search engines the pages and posts that should be taken lightly, as well as those that are elemental to a brand. Examine the sitemap strategy devised by *PCWorld* that continues to drive the backend navigation for Google spiders.
- **Conduct SEO audits:** Changing just one item on your website can make a substantial difference, often times increasing website visitors by thousands. By conducting an SEO audit, you can discover dozens of ways to multiply your existing search engine traffic. Using WebMD as an example, we’ll show you all the ways you can tweak your website to quadruple traffic—sometimes instantly.

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

**Charlie Spahr**, CEO, Ceramic Publications Company

## MASTER CLASS DESCRIPTIONS CONTINUED

### SMO STRATEGIES AND TOOLS

WED | 11:00 AM

- **Attract and monetize Facebook fans:** For most publishers, building communities within Facebook is nothing new. But the network of Facebook communities built by Sympoz and Craftsby will inspire and impress even the most seasoned social networkers. See how monetizing users can be both simple and fun.
- **Use a blog network:** Developing an online community isn't just about social networks like Facebook and Twitter. Discover how Vibrant Nation has built a network of blogs and bloggers to maximize website traffic. Learn how they recruit, manage, and motivate more than 100 contributors.
- **Attract Twitter followers:** Using Twitter as a glorified RSS feed will only get you so far and does not build a loyal audience. Learn how the persona of @ColonelTribune has developed a Twitter audience that is 1174% larger than that of its parent feed, @ChicagoTribune.
- **Build a YouTube channel:** YouTube can add value and complement any website that sells, produces, or gives away information. For example, you'll see how Lonely Planet has used online video to drive traffic to their website, build their brand, and sell premium information products.
- **Leverage Twitter tools:** Social media can take as much (or as little) time as you allow. Discover professional social media publishing tools like Hootsuite that help you focus your efforts, boost productivity, and enhance efficiency. You'll even learn how to use a Twitter publishing calendar to maximize Twitter ROI.
- **Convert fans into subscribers:** Chatter and community building is only as valuable as the number of passionate customers it creates. Find out how Wellesley Information Services uses social networks to directly increase and track sales.

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

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

## MASTER CLASS DESCRIPTIONS CONTINUED

### EMAIL TRAFFIC-BUILDERS

WED | 2:00 PM

- **Use email to drive website traffic:** In any digital content marketing system, the email list is your most coveted and valuable asset—typically the highest driver of traffic next to search engines and the basis for 60% to 80% (or more) of your profits. Discover how Willie Vogt of Farm Progress uses short, snippet-based emails to drive traffic.
- **Exploit customer segmentation:** Email is still the marketing channel of choice for publishers, as well as subscribers who like to communicate with content creators. In this session, Interweave's Bob Kaslik will walk through the crucial steps to implementing an effective content strategy that balances editorial and promotional messages.
- **Maximize email delivery:** Statistically, nearly 18% of invited emails land in junk or bulk mail folders. Discover how *Martial Arts Daily* works with their email service provider to ensure that email is delivered to the inbox—resulting in higher subscriber engagement, sales, and profits.
- **Optimize visitor-to-email conversion rates:** Driving traffic through search engine optimization and social media is a wasted effort unless you have a website that's designed to inherit those visitors and turn them into email subscribers. Discover the strategic, tactical, and creative changes that *Ceramic Arts Daily* has made to their site—practical tips that you'll be able to take back, test, and implement within your own website and email marketing programs.
- **Build an email calendar:** Is your editorial content based on the products that generate the most revenue for your online business? This is an important question worth asking as you build and improve your email calendar. Discover how to build a more profitable product-centric email plan that keeps subscribers interested, while moving products off the shelves.
- **Encourage consumer spending:** Who says you need to give equal opportunity to every product in your newsletter? By taking your most profitable niche and expanding it, you can double or even triple revenues. See how Johns Hopkins Health Alerts uses their email newsletter to highlight the products that produce the most cash value.

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



## MASTER CLASS DESCRIPTIONS CONTINUED

### REVENUE GENERATION TACTICS AND TIPS

WED | 4:00 PM

- **Offer advertising sponsorships:** Advertisers demand prime positioning—they want the best real estate, far from any competition. Discover how VidaYSalud.com partnered with QueRicaVida, the Spanish-language initiative of General Mills, to capitalize on visitors' expressed desire for healthy recipes.
- **Use listings to generate profits:** The key to a successful online listings business is traffic. Discover how Mediabistro.com, an online career and community resource for media and business professionals, acquired more than one million registered users who visited the site to read news and features, attend events, and find work.
- **Maximize sponsor revenue through leads:** The third-party, “activity-based” advertising model provides an opportunity for a publisher to monetize the portion of its website audience that not only views the advertisement but also takes action—by clicking, registering, or purchasing. Discover how Computerworld uses a pay-per-lead program that provides advertisers with qualified leads.
- **Sell subscriptions:** Subscription sales represent a continuing revenue stream. Yet subscriptions, whether to periodicals or educational programs, can be a difficult sell because they offer subscribers long-term (rather than immediate) benefits. Learn how *The Economist* leverages its universal digital access policy with the help of retail partners like Apple and Amazon to sell print and digital subscriptions.
- **Build an events-based business:** User resistance to timing and price can make selling events extremely challenging. Discover how *Xconomy*, a regional online publisher based in Cambridge, Massachusetts, has built a robust revenue stream by combining branded online advertising with live event sponsorship.
- **Sell digital and print books online:** Selling books and reports may be an online publisher's easiest direct revenue generator. They fulfill a user's immediate need and therefore, tend to produce high conversion rates. Discover how to successfully turn email subscribers into product buyers through proprietary solo-order flows.

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

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

## ABOUT THE VENUE

### ABOUT THE VENUE

The CenturyLink Conference Center in Lakewood, Colorado, is a state-of-the-art meeting facility “Where Nature Meets Technology.” Just 35 minutes from the Denver International Airport, CenturyLink Conference Center provides everything you need—145 hotel rooms, a fully equipped fitness center, hi-speed Internet, diverse dining options, even a Starbucks kiosk—to allow a full and comfortable immersion into all the Mequoda Summit has to offer. Nearby attractions are tempting enough to warrant a longer stay. Hiking, biking, golf, mountain casinos, and the Red Rocks Park and Amphitheater are all within driving distance.

Visit the CenturyLink website for more information:

**[www.meetinco.com](http://www.meetinco.com)**

CenturyLink Conference Center  
3898 South Teller  
Lakewood, CO 80235  
Phone: (720) 962-4000  
Fax: (720) 962-1016



## MEQUODA SUMMIT WEST

APRIL 11–12, 2012

CENTURYLINK CONFERENCE CENTER

LAKEWOOD, COLORADO

### REGISTRATION INFORMATION

#### Program fees

**Register before March 16, 2012, and save \$200!**

Early bird rates (through March 16, 2012)

- \$697 per person (includes conference materials, meals, and snacks)
- Register two or more people and pay just \$497 each

Regular rates (after March 16, 2012)

- \$897 per person (includes conference materials, meals, and snacks)
- Register two or more people and pay just \$697 each

#### Three easy ways to register

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

### REGISTRATION FORM

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

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

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

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

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

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

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

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

#### Payment information

- Check enclosed (Please make check payable to Mequoda Group)
- Bill me
- Charge my credit card

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

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

**Cancellation and refund policy** You may obtain a full refund if you cancel no later than ten working days prior to the Summit. If you cancel within ten days of the program start date, we will be happy to apply your payment to a future program.

**Have questions?** Call (401) 293-0401 from 9 a.m.–5 p.m. ET, any business day.

# 6 REASONS TO ATTEND

## **1. Learn from (and with) the best.**

Spend two information-packed days with some of the most sought after and innovative experts in the industry. Don Nicholas' personable style sets the tone and invites brainstorming. His thought leadership will inspire you and his strategies can transform your business. Benefit from Mequoda's unparalleled network of partner companies by hearing from CEOs and topic authorities across the publishing spectrum.

## **2. Update best practices.**

Undoubtedly the most common praise we receive after a Mequoda Summit is that the instruction is extremely relevant because it stems directly from real-world experience. Learn about the newest digital strategies that you can leverage immediately to drive profits and improve performance.

## **3. Advance your learning.**

This is a master class for Mequoda alumni—designed to take your knowledge, skills, and expertise to the next level. For this reason, we strictly limit attendance to those who have attended a prior Mequoda Summit, class, or bootcamp.

## **4. Make valuable contacts.**

No matter how niche your publication may be, the Summit will provide opportunities to network with a senior group of peers who face similar challenges. Many people attend the Summit every year—knowing that the networking provides a great opportunity to share ideas, knowledge, and strategies. Just bring your business cards, and let Mequoda do the rest.

## **5. Expect the unexpected.**

Even if you've attended many years in a row, you can expect updated information, groundbreaking strategies, new speakers, and fresh perspectives—all designed to keep pace with advances in technology and digital trends.

## **6. Bring the value home.**

Your experience doesn't end when the Summit does. As an alum, you can contact Mequoda for up to 30 days after the program to ask questions about Summit topics. You'll also receive digital access to all presentations and reference materials. These materials enhance the experience and serve as valuable reference tools long after the Summit has passed.