DIGITAL PUBLISHING BOOTCAMP

July 17–19, 2012
McGraw Hill Conference Center
New York, New York

GET FOUND. GET SHARED. GET PAID. BEST PRACTICES IN CONTENT DEVELOPMENT, DISTRIBUTION, AND MEASUREMENT

Discover how America's top publishers are successfully making the transition to digital. Learn how to:

> **Create**, curate, and publish high-quality digital content > **Conduct** online market audits > **Master** multi-platform global distribution > **Deploy** an efficient tablet publishing strategy > **Manage** the customer experience through an integrated digital system > **Implement** a data-driven metrics dashboard

Stay ahead of the curve. Register today at **www.dpbootcamp.com**

Presented by:

MEQUODA | Bootcamp
Digital Strategy for Publishers

MEQUODA | Bootcamp
Digital Strategy for Publishers

Dear Media Executive:

As the popularity of digital devices explodes, publishers are challenged to deliver quality content all the time, everywhere, on virtually every device. Failure to adapt to this growing mandate in a timely manner has already proven to have profound consequences, as audiences are quick to switch to those who can deliver device-optimized content.

At the **Digital Publishing Bootcamp**, you'll discover how to transform your legacy magazine brand into a digital publishing empire that spans all platforms. Over the course of three days, you will learn about innovations that offer incredible competitive advantage—enabling you to improve the speed and quality of your content across multiple devices.

Expanded and completely updated, this year's bootcamp is designed to address the complex challenges inherent to developing an integrated publishing strategy. Engaged with an accomplished group of industry peers from around the country, you'll gain a better understanding of the strategies and synergies that are driving the industry and what it takes to achieve a sustainable digital future.

Put simply, the digital revolution has created incredible opportunities for media companies that can evolve their strategies to create value and capture market share. If you're an editor, entrepreneur, publisher, writer, blogger, content officer, marketing director, or author, I encourage you to register for this powerful event. By attending, you will gain breakthrough ideas, integrated strategies, and performance-improving techniques that can position your organization for greater success, both today and in the future.

I hope to see you in New York this July.

Sincerely,

Don Nicholas
Chief Executive Officer
Mequoda Group

Day One • Tuesday, July 17

8:00 AM	Breakfast and Registration
9:00 AM	Integrating Digital Publishing: Seven Pillars for Success
10:30 AM	Morning Break
11:00 AM	Creating, Curating, and Publishing Insanely Great Digital Content
12:30 PM	Improving Findability through SEO Blogging ✋
1:00 PM	Luncheon
2:00 PM	Choosing the Best Revenue Models for your Business
3:30 PM	Afternoon Break
4:00 PM	Analyzing Media Habits of Digital Natives 💬
5:30 PM	Networking Cocktail Reception

Day Two • Wednesday, July 18

9:00 AM	Building a Better Website: How to Do it For Less
10:30 AM	Morning Break
11:00 AM	Growing Your Digital Audience: Gain More Fans, Followers, and Subscribers
12:30 PM	Unlocking the Power of Twitter ✋
1:00 PM	Luncheon
2:00 PM	Publishing Digital Magazines: iPad, Kindle, Nook, and Beyond
3:30 PM	Afternoon Break
4:00 PM	Streamlining Digital Asset Workflows 💬

Day Three • Thursday, July 19

9:00 AM	Understanding Google Analytics and KPIs: Which Metrics Really Matter?
10:30 AM	Morning Break
11:00 AM	Managing the Customer Experience: How to Automate Practically Everything
12:30 PM	Conducting a Digital Publishing Audit ✋
1:00 PM	Luncheon
2:00 PM	Forecasting the Future: Master the Art of Proxy Metric Modeling
3:30 PM	Afternoon Break
4:00 PM	What's Next for Digital Publishers? 💬
5:00 PM	Bootcamp Concludes

✋ HANDS-ON WORKSHOP   💬 HOT TOPIC DISCUSSION

"I'VE ATTENDED SEVERAL MEQUODA EVENTS, AND EACH ONE IS VERY RELEVANT TO MY BUSINESS MODEL AND INTERACTIVE ENVIRONMENT. FRANKLY, I THINK MEQUODA OFFERS THE MOST POWERFUL CONTENT AND CURRENT LEARNING OF ANY EVENT I COULD EVER ATTEND."

Gary Ellis, CEO, Compass Marketing

"THE NETWORKING IS AS VALUABLE AS THE CONTENT OF THE PRESENTATIONS."

Eric Mitchell, Editorial Director, Blood-Horse Publications

"WELL WORTH THE TIME AND MONEY. INCREDIBLY VALUABLE."

Jeff Lapin, President, Farm Progress

Hands-on Workshops ✋

- **Improving Findability through SEO Blogging** [Tuesday, July 17]
- **Unlocking the Power of Twitter** [Wednesday, July 18]
- **Conducting a Digital Publishing Audit** [Thursday, July 19]

Interactive, hands-on workshops take a closer look at the real-world issues that digital publishers face every day. In these three focused sessions, you will learn how to drive content discovery through proven social media techniques and examine innovative ways to leverage your content to increase revenue and performance. Best of all, you will have the opportunity to test new approaches and techniques—enabling you to return to your organization with fresh ideas that you can apply to your digital publishing challenges.

Hot Topic Discussions 💬

- **Analyzing Media Habits of Digital Natives** [Tuesday, July 17]
- **Streamlining Digital Asset Workflows** [Wednesday, July 18]
- **What's Next for Digital Publishers?** [Thursday, July 19]

In these open-forum sessions, you will be briefed on the latest trends and developments that are shaping the future of digital publishing—everything from media consumption habits and content management systems to emerging technologies and must-do initiatives. You will have a chance to ask your most pressing questions and get answers and advice from your expert instructors and an accomplished group of peers.

Networking Opportunities

At the Digital Publishing Bootcamp, you will have the rare opportunity to step back from your day-to-day responsibilities and spend three days with an elite group of industry peers. You will learn from each other while forging new relationships and industry contacts. Most tell us that the connections alone more than justify the cost of attending. Make the most of the networking opportunities that we've built into the program. You never know when you might get an answer to a complex question, find a business partner, or cultivate a new friendship.

9:00 AM • Integrating Digital Publishing: Seven Pillars for Success

In today's competitive environment, success is highly contingent upon understanding and managing several key tenets. As readers' consumption habits rapidly shift from print to digital formats, nimbly managing this transition is critical to maintaining and growing market share. This focused session provides a framework for understanding what's happening in the world of digital publishing and developing an integrated publishing strategy.

Together, we will discuss the seven pillars to achieving success: understand your audience, know your competition, leverage your keywords, publish affinity content, build effective websites, distribute across many platforms, and quantify your business.

11:00 AM • Creating, Curating, and Publishing Insanely Great Digital Content

How do you become a recognized industry authority? The short answer: through great content. But how do you ensure that your content is on-topic and on-trend, all the time? Where do you find relevant ideas? What's the most cost- and time-effective way to generate affinity content that is as valuable as your premium content?

At its core, publishing affinity content is about creating a platform for getting found. All link-building efforts are focused on your blog or portal—which serves as the foundation for building your audience. While email, Twitter, Facebook, and LinkedIn are important tools for generating traffic and referrals, premium magazine and book content are the real "power" for your blog or portal. In this session, you will learn how to use premium content to fuel your traffic- and audience-building efforts and develop an affinity content calendar that is based on your premium content production.

12:30 PM • Improving Findability through SEO Blogging ✋

In this interactive workshop, you'll peek into the psyche of your target audience to learn more about how they search for information about your topics. Leverage this knowledge to improve your editorial and marketing efforts and discover effective ways to maximize your editorial content by transforming long-form articles into short-form blog and social media posts.

2:00 PM • Choosing the Best Revenue Models for your Business

Through our extensive work with media brands around the country, Mequoda has identified twelve discrete ways to generate online revenue. In this session, we will show you how to mix and match different models, depending on your company, brand, expertise, and experience. You'll explore twelve integrated digital business models and strategies used by a handful of top online publishers, each ranked by increasing publisher accountability.

You'll be exposed to real-world examples of successful publishing programs that include a variety of business models, including events, subscriptions, single copies, software, videos, books, merchandise, leads, clicks, impressions, listings, and endorsements.

4:00 PM • Analyzing Media Habits of Digital Natives 💬

Positioning your business to satisfy the media consumption habits of digital natives—those born after 1980—is critical to sustaining success. Sharing the results of Mequoda's recent survey, Don and Kim will provide breakthrough insights and findings into digital natives' media consumption habits.

Understanding how digital natives differ from digital immigrants—those born before 1980—is vital to ensuring that your organization is equipped to deliver value over the long term. How do digital natives view honesty, integrity, and communications when it comes to business? How do they use social media and the web to communicate with family, friends, and their favorite corporate and media brands? How do their digital subscription habits differ from their print subscription habits?

NETWORKING COCKTAIL RECEPTION

Enjoy cocktails and conversation as you connect with your instructors and professional peers in an informal, friendly setting. It's a great opportunity to network, so be sure to bring your business cards!

"IF YOU'RE SERIOUS ABOUT ACHIEVING SUCCESS IN ONLINE PUBLISHING, THEN YOU MUST ATTEND THIS EVENT. IT'S THE PERFECT BLEND OF THEORY AND APPLICATION THAT WILL DELIVER RESULTS IMMEDIATELY. WITHOUT A DOUBT, IT'S ONE OF THE BEST INVESTMENTS YOU CAN MAKE."

Kevin Woo, Marketing Manager, Sound Mind Investing

9:00 AM • Building a Better Website: How to Do it For Less

To grow, a multiplatform publisher must have a website that drives traffic, builds relationships, and sells subscription and information products. Achieving these goals is highly contingent upon having a robust portal, an ecommerce store, and a subscription website. In this session, you will learn how to develop an efficient website strategy—one that enables you to build a better website in less time, and for less money.

Using a framework as the backbone for your website's architecture and functionality, you will acquire tips for improving website usability and reducing time to market.

11:00 AM • Growing Your Digital Audience—Gain More Fans, Followers, and Subscribers

Driving website traffic remains fundamental to every publisher's success. Learn dozens of ways to drive traffic and leverage your website's architecture to capture and build relationships. Acquire proven strategies for building your email subscriber file and cultivating a social media presence.

Social media has redefined the way people read and distribute online content—having moved way beyond the "forward to a friend" function. In this session, you will examine best practice examples of publishers who effectively use Google, Twitter, Facebook, LinkedIn, YouTube, and other niche social networks to drive traffic, build relationships, and influence sales.

12:30 PM • Unlocking the Power of Twitter ✋

Twitter can be a phenomenal tool for driving traffic to your site, soliciting and joining conversations, and establishing credibility as an expert in your niche. In this workshop, you will acquire a deeper understanding of Twitter lingo and etiquette, and discover best-in-class techniques for growing your follower base. You will also learn how to write optimized headlines that maximize sharing and clicks on Twitter.

2:00 PM • Publishing Digital Magazines: iPad, Kindle, Nook, and Beyond

According to Gartner, tablet sales will hit 326.3 million units by 2015, yet many publishers do not have a tablet publishing strategy in place.

Optimizing your content for each tablet's specific characteristics can be a significant investment, but the costs of doing nothing are likely to be far greater—resulting in diminished user experiences, less traffic, and ultimately, lost sales. Prioritizing efforts is key. In this session, you will examine how digital publishers are adapting their strategies to deliver content anytime, everywhere, on every device.

Gain insights into the latest tablet trends, marketing techniques, and digital publishing software, and get help deciding which platforms to support. Acquire techniques for reducing edition production time and develop criteria for determining when to go "replica," when to reflow, and when to enhance.

4:00 PM • Streamlining Digital Asset Workflows 💬

The explosion of digital marketing and publishing has dramatically disrupted traditional workflows. As a result, today's publishers increasingly strive for automated, efficient workflows. In this discussion, we'll explore pros and cons of different approaches, including:

Determining whether to train current staff or hire new staff to serve as digital publishing experts; measuring the costs associated with transitioning to a new CMS; estimating your return on investment; determining how much time you have to make a switch (before it's too late); understanding best practices for automating production on multiple platforms; determining whether your organization needs a central content repository; incorporating social media platforms into your digital content workflow; and creating a calendar that anticipates platforms you are using now and may use in the future.

9:00 AM • Understanding Google Analytics and KPIs: Which Metrics Really Matter?

Knowing the definitions of common Google Analytics terms like visits, pageviews, and bounce rates is important, but it's only half the battle. For websites, some metrics are more important than others, and understanding their context is key. Knowing which key metrics to follow can be confusing—in fact, many site owners end up paying attention to the wrong ones.

In this session, we'll review key metrics, learn the deeper meaning behind them, and examine how to use them to your advantage. Learn to use key performance indicators (KPIs) to make better resource, staffing, and content performance decisions. Find out how to use Google Analytics as a way to monitor the performance of your web and email activity, ecommerce systems, and SEO and link-building efforts.

Finally, learn the ten key metrics you should watch every day and understand how to build a key metrics dashboard that everyone in your organization can use and comprehend.

11:00 AM • Managing the Customer Experience: How to Automate Practically Everything

In the old days, publishers ran a complex distribution system that involved printing, paper, trucking and postage. Today's mix is equally complex, involving myriad digital systems that distribute content across multiple platforms.

Digital publishing is about more than just producing and marketing digital content. It's about using systems and setting automation rules and protocols to communicate with your customers in new and relevant ways.

Understand how core systems are evolving to include a content management system (CMS), a customer relationship management system (CRMS), a marketing automation system, and a digital asset management system—all of which combine to create a customer experience management system (CXMS). Learn how these systems overlap and interact and examine how they can integrate with your retail partners, websites, and affinity platforms that support Twitter, Facebook, email, and blogs.

12:30 PM • Conducting a Digital Publishing Audit ✋

This workshop provides a quantifiable methodology, or scorecard, for auditing your current market position. By analyzing scorecard data, you can identify high- and under-performing areas and accordingly, make better resource allocation decisions. Some publishers refer to this audit as the ultimate audience reporting tool, as it shows, at a very high level, the direct impact that marketing and resource decisions have on market share.

2:00 PM • Forecasting the Future: Master the Art of Proxy Metric Modeling

Discover a simple and easy way to forecast the future of your digital publishing business. Discussing the handful of key metrics that can be used as "proxy" metric assumptions, we will simplify the process of modeling your digital business.

As part of this session, you will play a quick sensitivity game to identify your business's leverage points. Don and Kim will share a time-tested Powerpoint-based business plan format that you can use to rally the troops, gain executive support, and when necessary, raise capital for your digital publishing business.

4:00 PM • What's Next for Digital Publishers? 💬

In this wrap-up session, you will have the opportunity to ask questions about any of the program's topics. In addition, you can take this opportunity to prioritize your digital initiatives for the coming year while getting a glimpse at next-generation tools and trends that are shaping the future of digital publishing.

"GREAT INFORMATION THAT WILL CHANGE THE WAY YOU THINK ABOUT MARKETING YOUR WEBSITE."

Amanda Hurlburt, Online Marketing Assistant, Media & Advertising, BLR

"ONE OF THE BEST PRESENTERS I'VE EVER SEEN."

Charles Kim, Vice President, Global Digital Marketing, Reader's Digest

"IT WOULD BE HARD TO IMAGINE A BETTER PRESENTATION OF HANDS-ON KNOWLEDGE IN THIS AREA."

William Stranger, Editor and CEO, Dharma Cafe

Presented by Mequoda, the Digital Strategy Experts

In three days, you'll learn what your instructors have been documenting and testing for more than a decade—proven processes for successfully monetizing your digital content. The result? You'll return to your company with value-creating strategies that can be put into practice right away.

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. He currently serves on the boards of SIPA and Aspire Media.
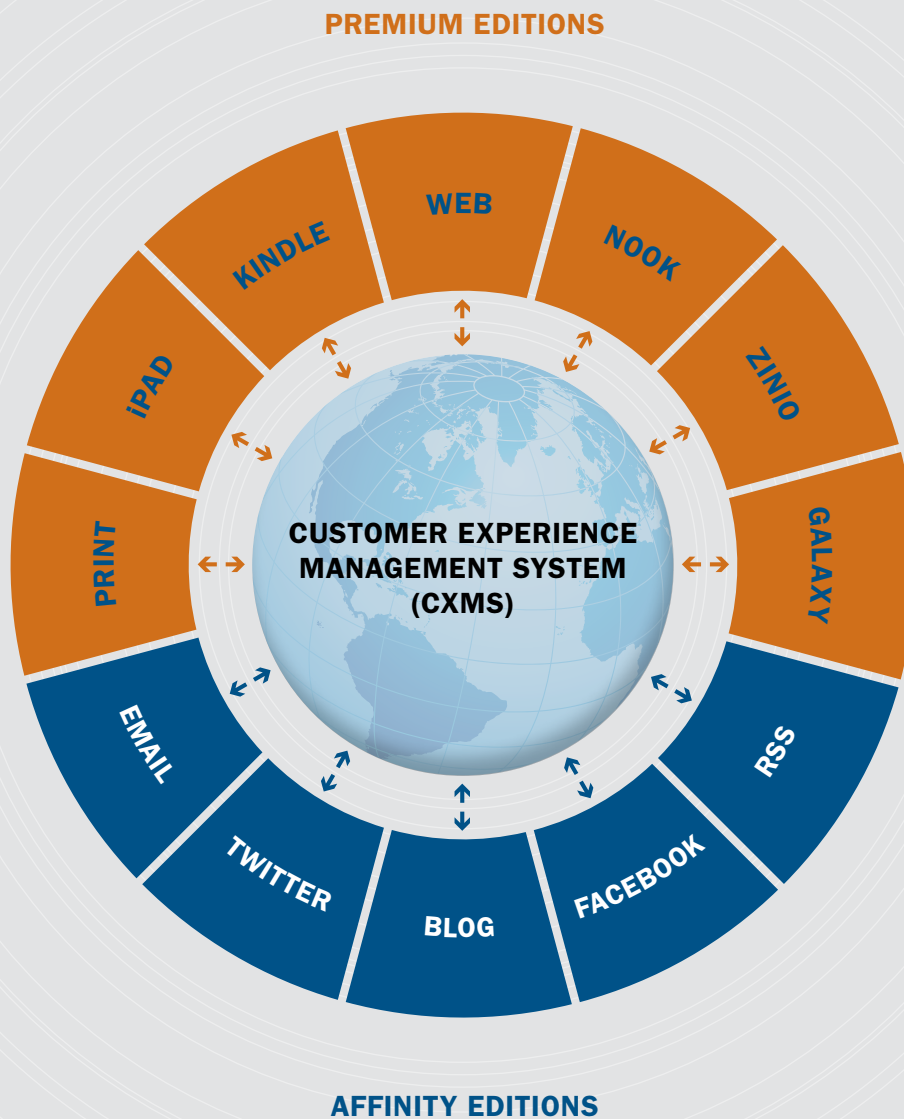
About Kim Mateus

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 co-instructor at Mequoda's public and private events, sharing best practice examples and real-world case studies with publishers around the world.

BIG APPLE. BIG IDEAS.

Join fellow senior executives and entrepreneurs at the Digital Publishing Bootcamp, July 17–19, 2012 at the McGraw Hill Conference Center in New York City. Conveniently located at the famed Rockefeller Center in the heart of midtown Manhattan, the McGraw Hill Conference Center features breathtaking skyline views, outstanding cuisine, and state-of-the-art meeting facilities. Learn more at **http://www.conferencecenter.mcgraw-hill.com/**

For information on nearby lodging options, visit **www.dpbootcamp.com/lodging**.

PREMIUM EDITIONS

WEB · KINDLE · IPAD · PRINT · NOOK · ZINIO · GALAXY

CUSTOMER EXPERIENCE MANAGEMENT SYSTEM (CXMS)

EMAIL · TWITTER · BLOG · FACEBOOK · RSS

AFFINITY EDITIONS

❯ The Ultimate Customer Experience Management System

In a multiplatform publishing world, maximizing automation through integrated content, systems, and business processes is critical to success. Effectively communicating with and satisfying users and customers requires a fully integrated, holistic approach. This diagram shows the interaction between major premium and affinity platforms—elements that make up the "ultimate customer experience management system." By embracing this approach, publishers are better able to govern interactions between content, users, and systems and drive greater profits.

"JAM-PACKED WITH ACTIONABLE RESULTS-BASED INFORMATION THAT WILL ENABLE US TO ACQUIRE MORE CUSTOMERS AND MAKE MORE MONEY SELLING OUR PRODUCTS. THIS EVENT IS A TERRIFIC VALUE FOR THE TIME AND MONEY SPENT."

Bob Kaslik, VP Consumer Marketing, Interweave

Program fees
Register before June 26, 2012, and save $500.

Early bird rates (through June 26, 2012)
• $1997 per person (includes conference materials, meals, and snacks)
• Register two or more people and pay just $1497 each

Regular rates (after June 26, 2012)
• $2497 per person (includes conference materials, meals, and snacks)
• Register two or more people and pay just $1997 each

Three easy ways to register
• Register online at www.dpbootcamp.com
• Call (866) 713-1005 from 9 a.m.–5 p.m. ET, any business day
• Complete and return the registration form on the next page

A SAMPLING OF COMPANIES THAT HAVE ATTENDED MEQUODA EVENTS

Active Interest Media	Farm Progress Companies	Rodale Inc.
Advantage Business Media	Harvard Health Publishing	Taunton Press
America's Test Kitchen	Mayo Clinic	Time Inc.
Aspire Media	Meredith Corporation	The Kiplinger Washington Editors
Belvoir Media Group	PennWell Publishing	United Press International
Crain Communications	Penton Media	Washington Times
F&W Media, Inc.	Readers Digest Association	Yankee Publishing

MEQUODA | Bootcamp
Digital Strategy for Publishers

DIGITAL PUBLISHING BOOTCAMP
GET FOUND. GET SHARED. GET PAID.
BEST PRACTICES IN CONTENT DEVELOPMENT, DISTRIBUTION, AND MEASUREMENT

JULY 17–19, 2012
MCGRAW HILL CONFERENCE CENTER
NEW YORK, NEW YORK

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

Have questions?
Call (866) 713-1005 from 9 a.m.–5 p.m. ET, any business day or email customercare@mequoda.com

TOP 10 REASONS TO ATTEND

⊘ **Acquire** industry's best practices in content development, distribution, and measurement

⊘ **Learn** how to deliver great content all the time, everywhere, on every device

⊘ **Network** and forge connections with a senior-level group of peers

⊘ **Benchmark** your efforts against those of other publishers

⊘ **Get** state-of-the-art techniques for improving SEO placement, conducting market audits, and growing your audience

⊘ **Find** out how leading publishers are leveraging content and resources to create efficient workflow processes

⊘ **Bring** your toughest challenges and have them addressed in an engaging, interactive forum

⊘ **Go** home with comprehensive course materials that you can reference long after the program is over

⊘ **Reinvigorate** your views, get fresh ideas, and return to your workplace inspired!

⊘ **NYC.** Need we say more?

DIGITAL PUBLISHING BOOTCAMP

It's *the* event of the year for niche and specialty publishers.

July 17–19, 2012
McGraw Hill Conference Center
New York, New York
www.dpbootcamp.com

MEQUODA | Bootcamp
Digital Strategy for Publishers

Proud member of: **SiPA** | **mpa** The Association of Magazine Media | **FIPP**