

CONVENTION AGENDA

Wednesday, Aug. 10, 2022

3:00 – 5:00 P.M. **EXHIBITOR SET-UP**

Thursday, Aug. 11, 2022

7:30 A.M. – 7:00 P.M. **REGISTRATION DESK OPEN**

Registration and Exhibitor Hall - Sponsored by Daily Herald Group

7:30 – 10:00 A.M. **CONTINENTAL BREAKFAST**

8:30 A.M. – 6:00P.M. **EXHIBITOR BOOTHS OPEN**

Come meet and mingle with other members and visit several vendors' booths. Play trivia with the help of our vendors and you may just get your name drawn for some fantastic prizes!

9:00 - 9:45 A.M. **PRINT & DIGITAL DO MIX!**

Learn from newspapers that are selling print & digital together and having success. The panel will cover why you need to have digital with print products. They will discuss digital products they offer, what their biggest challenges are and how they overcome it. The panel will also cover how to sell print & digital together and where their greatest success has been with selling both together.

Sponsored by January Spring

9:45 – 10: 00 A.M. **BREAK**

10:00 – 11:25 A.M. **POWER SESSIONS**

Mini sessions on Digital Initiative, Digital Advertising, News Revenue Opportunities, Breathe Life into Old Ideas, Sales Training, How to Sell IPA Network ads, Events, Meet the Media Buyer, and Selling Audience.

Sponsored by ASK-CRM

10:00 – 11:00 A.M. **IPF BOARD MEETING**

11:30 - 2:00 P.M. **IPA ADVERTISING AWARDS LUNCHEON AND DESSERT AUCTION**

Dessert Auction - Sponsored by AdCellerant

2:15 - 3:15 P.M. **REVENUE IDEA EXCHANGE**



That's My Idea! Great ideas to take home and implement.

Sponsored by Advantage Newspaper Consultants

3:15 - 3:30 P.M. **REFRESHMENT BREAK**

Sponsored by Metro Creative Services

3:30 - 4:55 P.M. **POWER SESSIONS**

Mini sessions on Hiring and Retention, Using Google Tools in Reporting, Capitol News Illinois, FOIA, Climate Change Reporting, Measuring Your Newspaper's Relevance, Meet the Media Buyer, Digital Advertising, and Selling Audience.

Sponsored by PAGE Cooperative

5:30 - 7:00 P.M. **CHAIRMAN'S RECEPTION**

A fun reception with hors d' oeuvres and cocktails. Meet and reconnect with other members and vendors.

7:00 – 9:00 P.M.

CELEBRATION DINNER

Governor JB Pritzker and the Republican candidate for governor have been invited to appear at the Thursday evening and Friday morning sessions, for a discussion with John Shaw, the director of the Paul Simon Public Policy Institute at SIU Carbondale.

This event also includes the presentation of the Distinguished Service Awards, Craven Award, and Kramer Award.

9:00 P.M.

MORE COCKTAILS!

Friday, Aug. 12, 2022

7:30 – 10:00 A.M.

CONTINENTAL BREAKFAST

Sponsored by Shaw Media

7:30 A.M. – 2:00 P.M.

REGISTRATION DESK OPEN

Registration and Exhibitor Hall - Sponsored by Daily Herald Group

7:30 – 7:45 A.M.

IPA ANUAL GENERAL MEETING

8:00 A.M. – 9:00 A.M.

IPA BOARD MEETING

8:00 – 9:00 A.M.

ADVERTISING COMMITTEE MEETING

8:00 – 9:00 A.M.

IAPME BOARD MEETING

8:30 – 11:30 A.M.

EXHIBITOR BOOTHS OPEN

9:00- 9:45 A.M.

EDITORIAL SESSION

Governor JB Pritzker and the Republican candidate for governor have been invited to appear at the Thursday evening and Friday morning sessions, for a discussion with John Shaw, the director of the Paul Simon Public Policy Institute at SIU Carbondale.

Sponsored by Law Bulletin Media

9:45 - 10:00 A.M.

BREAK

10:00 – 11:30 A.M.

IAPME AWARDS

This event includes the IAPME annual awards announcements and the Lincoln League Award presentation.

10:00 - 11:30 A.M.

POWER SESSIONS

Mini sessions on News Literacy for Weekly Newspaper Readers, FOIA, Relevant Elections Coverage, Applying Daily Practices at nondaily newspapers, and Digital Initiative.

Sponsored by Advantage Informatics

11:30 – 2:00 P.M.

IPA EDITORIAL AWARDS LUNCHEON

Sponsored by Ameren