

# Register today! Training opportunities for your sales staff!



## MISSOURI ADVERTISING MANAGERS' ASSOCIATION Courtyard by Marriott, Columbia

3301 LeMone Industrial Blvd., Columbia, MO 65201  
Hotel Phone (573) 443-8000

*Learn cutting-edge solutions from a true advertising & newspaper professional!*

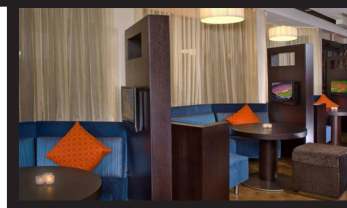
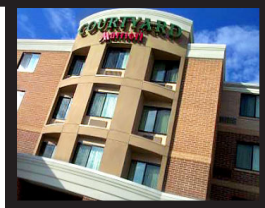
### Featured Speaker



**Bryna Krauth, M.B.A.**  
President of  
Organic Marketing

Bryna Krauth has spent much of the last 15 years working in the media industry. She specializes in developing marketing strategies for revenue growth across mediums like newspapers, magazines, television and the Internet. She was also the president and part-owner of PRWatchdog, an online reputation management and social media marketing company. In addition, she ran an online recruitment company and several recruitment verticals for CEO Ventures headquartered in Atlanta, GA.

Bryna began her career in the media industry in 1994. Most recently, she was the publisher of Steamboat Pilot & Today, Steamboat Today, and Hayden Valley Press. In addition, she was the publisher of numerous magazines and Web sites including Yampa Valley Real Estate, At Home in Steamboat, Colorado Hunter, steamboatpilot.com and exploresteamboat.com. She has worked and lived in Northwest Colorado since December, 1996, and during that time specialized in implementing new revenue generating products for the news organization and leading a team of advertising consultants. She has held nearly every management position in the newspaper business and was also the publisher of the Craig Daily Press, in Craig, CO. She is a past member of the board of directors for the Colorado Press Association.



## Thursday, April 19

### Bennigan's Restaurant

11:00 am - Noon

### Courtyard Registration Area

Noon - 1:00 pm

### Courtyard Salon

1:00 pm - 1:45 pm

1:45 pm - 2:30 pm

2:30 pm - 2:45 pm

2:45 pm - 4:30 pm

6:30 pm - 8:00 pm

### Déjà Vu Comedy Club

8:45 pm - 11:00 pm

### MAMA Board Lunch Meeting

### Registration

### Legal Issues Affecting Newspaper Advertising -

Jean Maneke, Missouri Press Association's Legal Counsel

**Great Ideas Session** - Explain YOUR best advertising idea(s) from 2011 and the best ideas win CASH!!! Moderators Greg Baker, Missouri Press Service, and Dennis Warden, MAMA President.

### Refreshment Break

**All Things Digital with Bryna Krauth** - Help advertisers build digital strategies for revenue growth using social media, website, directories, city guides, blog sites, and more!

### 2012 Missouri Advertising Managers' Contest and Dee Hamilton Award Presentation Dinner

**Josh Blue** - winner of NBC's Last Comic Standing - A shuttle will take attendees to downtown Columbia to enjoy Josh Blue in concert and will return to the hotel after the show. Show begins at 9:30 pm, the first shuttle will leave the hotel at 8:45 pm.

## Friday, April 20

### Courtyard Salon

8:00 am - 8:45 am

8:45 am - 10:30 am

10:30 am - 10:45 am

10:45 am - Noon

### Breakfast Buffet

**Become a Brand Expert with Bryna Krauth:** What's the best way to build a brand? This session will help advertising sales people construct brand building plans and campaigns to better serve their clients.

### Mid-Morning Break

**Strategic Marketing Plans:** Learn how to help advertisers build multi-media marketing strategies for revenue growth by using everything from traditional media to new media and everything in between!

# MISSOURI ADVERTISING MANAGERS' ASSOCIATION

Annual Conference Registration • Thursday April 19 and Friday April 20, 2012



## Courtyard by Marriott

3301 LeMone Industrial Blvd., Columbia, MO 65201  
 Room rate: \$94 • Reserve your room by calling 573-443-8000  
 Sleeping room reservations must be made by Friday, March 30  
 Ask for Missouri Advertising Manager's Association

Please write names of people who will attend from your newspaper or organization and mark the events/sessions they will attend.

Early registration and hotel room reservation deadlines extended to March 30th!

Name(s)	Full Registration By 3/30/12 \$119	Full Registration After 3/30/12 \$129	Thursday Only Afternoon Sessions \$40	Thursday Dinner & Awards Ceremony \$50	Thursday PM Deja Vu \$10	Friday Only Package Includes Breakfast & AM Session \$40	Total Per Person
Name of Newspaper: _____ Address: _____ Contact Email: _____							Grand Total

CONVENTION CANCELLATIONS: CANCELLATIONS RECEIVED BY FRIDAY, MARCH 30, 2012, WILL BE ENTITLED TO A REFUND. CANCELLATIONS MAY BE FAXED TO 573-874-5894 OR EMAILED TO KWILLIAMS@SOCKET.NET. CANCELLATIONS RECEIVED AFTER FRIDAY, MARCH 30, 2012, ARE NOT ENTITLED TO A REFUND.

Check Enclosed - Please make checks payable to MAMA

Mastercard     Visa    Credit Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_