



EVENT SCHEDULE

MISSOURI ADVERTISING MANAGERS' ASSOCIATION

The Lodge of Four Seasons, Lake Ozark

Thursday, April 18th

MAMA Board Lunch Meeting | Breezes Restaurant | 11 am

Registration | Seachase Room | Noon

Digital Sales Panel Discussion | 1 pm

A great kick-off to the event! Take part in the discussion led by your fellow Newspaper Sales Professionals!

Moderated by Mike Jenner of University of Missouri School of Journalism's Reynolds Journalism Institute.

Panelists:

- Tim Weddle, Advertising Director, St. Joseph News-Press
- Donna Denson, Advertising Director, Southeast Missourian/Rust Communications
- Darryl Wilkinson, Publisher, Gallatin Publishing Company
- Ed Farrar, Digital Media Coordinator, Lakeway Publishers of Missouri

Break | 2:15 pm

Featured Speaker: Shannon Kinney | 2:30 pm

Social media and online marketing are hot topics for businesses of all types and sizes, and there are tremendous opportunities for businesses to reach new audiences and build stronger relationships with customers and prospects. On day one, Shannon will explain industry trends in media consumption, the rise of social media and how it is impacting media companies and their advertisers. She will share specific examples and ways to use those trends to your newspaper's advantage in day-to-day operations.

Awards Dinner | Marbella A Room | 6 pm

Local Musician Dale Blue | Mist Nightclub | 8 pm

Friday, April 19th

Breakfast Buffet | Escollo Room | 8 am

Featured Speaker: Shannon Kinney | Seachase Room | 9 am

Online marketing is very different from traditional marketing, and many businesses are confused by options. On day two, Shannon will educate, empower and assist attendees in understanding the space, and give specific tactics for success. While high level trends will be covered, the bulk of this session will be focused on specific tactics and tips that the attendees can use. She will use best practices and examples from local businesses specifically, and include as many attendees / members as appropriate.

Break | 10:15 am

Meeting Ends | Noon

Featured Speaker

SHANNON KINNEY

Dream Local Digital



Shannon has over 15 years of experience in the development of successful Internet products, sales and marketing strategies. She has worked on the teams developing successful Internet brands such as cars.com, careerbuilder.com, and over 60 online media properties for newspapers all over the U.S. and Canada. Prior to that, she spent over 10 years in media sales and sales management in Maine. She is an experienced speaker, trainer, and consultant, and has worked with small and large companies alike. Shannon is considered an expert in the field of online marketing and social media, and speaks regularly at conferences on the subject. She serves as an advisor to many established and start-up companies, and local charitable groups such as the Maine Lobster Festival Committee.