



• Agenda •

Tuesday April 17, 2018

- 6:00 pm** Registration and Reception: The Ole Miss Inn Ballroom
- 7:00 pm** Opening Dinner Gala: The Inn at Ole Miss Ballroom
- 7:05 pm** Welcoming Remarks
Jeffrey Vitter, Chancellor, The University of Mississippi
Amy Lyles Wilson, Magazine Alumni Presentation
- 7:15 pm** **Susan Russ**, Senior Vice President, Communications, MPA: The Association of Magazine Media & **Samir Husni**, Director, Magazine Innovation Center, A Partnership
- 7:45 pm** **Linda Thomas Brooks**, President and CEO, MPA: The Association of Magazine Media
James Hewes, President and CEO, FIPP: The Network for Global Media, United Kingdom
Tom Quinlan, Chairman and CEO, LSC Communications, Inc.
- 9:30 pm** Oxford on your Own.

Wednesday April 18, 2018

All events take place at the Overby Center for the Study of Southern Journalism and Politics

- 7:30 am** Continental Breakfast (or breakfast on your own at The Inn)
- 8:00 am** *Welcoming Remarks*
Samir Husni, Founder and Director, Magazine Innovation Center
- 8:15 am** **Liz Vaccariello**, Editorial Director, Parents Magazine Network, Meredith
- 9:00 am** **Daniel Dejan**, ETC Print Creative Manager, Sappi North America
Your Brain on Print
- 10:00 am** **Joe Hyrkin**, CEO, issuu
Your Brain on Digital
- 10:45 am** Break
- 11:00 am** **Deborah Corn**, Principal, Chief Blogger, and Intergalactic Ambassador to
The Printerverse™ – Print Media Centr
- 11:45 am** *Print Proud Digital Smart*
Moderated by **Joe Berger**, Publishers Marketing Sales Consultant,
Joseph Berger Associates
Panelists:
Joseph Ballarini, Founder and Editor in Chief, Tail Fly Fishing magazine
Tony Frost, Senior Vice President, TVGM LLC, TV Guide,
Mark Potts, Managing Editor, Alta The Journal of Alta California,
Jen Ripple, Founder and Editor in Chief, DUN magazine,
John Thames, Founder and Publisher, Covey Rise Magazine
- 12:45 pm** Lunch

Wednesday April 18, 2018 (continued)

1:30 pm

Magazines at Retail: The View from Publisher, Distributor, Retailer & More

Moderated by **Tony Silber**, Magazine-Media Expert, founder of M10 Magazine,
President Long Hill Media

Panelists:

Dave Forsman, EVP of Sales, TNG

Jerry Lynch, President, Magazine And Books, Retail Association

William Michalopoulos, Vice President, Retail, Sales & Marketing, PubWorX

Sebastian Raatz, Publisher/Co-founder, Centennial Media

Ray Shaw, Executive Vice President/Managing Director, MagNet

3:15 pm

Break

3:30 pm

Print Proud Digital Smart

Moderated by **Samir Husni**

Panelists:

Zenebe Likyeleh Beyene, Instructional Assistant Professor of Journalism Instruction
and Director of International Programs, Meek School of Journalism & New Media

Natashia Gregoire, Reputation Manager, Editor, Access magazine, Fed Ex

Abdulsalam Haykal, CEO of Haykal Group, United Arab Emirates

5:00 pm

Break

5:30 pm

Awards program: *The Meek School of Journalism and New Media and The Magazine
Innovation Center's Awards and Presentations:*

The Silver Em Award presented to **Newell Turner**, Editorial Director,
Hearst Magazines Design Group

7:00 pm

Dinner on the Grounds

9:00 pm

Oxford on your Own

Thursday April 19, 2018

All events take place at the Overby Center for the Study of Southern Journalism and Politics

- 7:30 am** Continental Breakfast (or breakfast on your own at the Inn)
- 8:00 am** Welcoming Remarks
Making Money in Magazines and Magazine Media
- 8:15 am** **Bonnie Kintzer**, President and CEO, Trusted Media Brands
- 9:00 am** **Daren Mazzucca**, Vice President/Publisher, Martha Stewart Living, Meredith
- 9:45 am** **Mona Hidayet**, Executive Director, Clients & Products, Advantage CS
Be Scholarly, Think Like a Shoemaker
- 10:30 am** Break
- 10:45 am** Making Money in Magazines and Magazine Media: A Panel Discussion
Moderated by **Jim Elliott**, Founder and President, James G. Elliott Co.
Panelists:
Bonnie Kintzer, President and CEO, Trusted Media Brands
Daren Mazzucca, Vice President/Publisher, Martha Stewart Living
Kevin Novak, CEO, Founder and Chief Digital Strategist, 2040 Digital
John Thomas, Publisher, Psychology Today, Sussex Publisher, LLC
- 12:15 pm** Lunch
- 1:00 pm** **Marisa Davis**, Director, Product Marketing,
MNI Targeted Media Inc., a brand of the Meredith Corporation
Generation Z: Who They Are + What They Mean For Your Brand
- 1:30 pm** **Bo Sacks**, President, Precision Media Group
- 2:15 pm** **Mark Potts**, Managing Editor, Alta The Journal of Alta California
Print Proud Digital Smart
- 2:45 pm** *The Mississippi Delta: An Introduction*
Panelists:
Scott Coopwood, Publisher, Delta Magazine
Thomas Whitney, President, Democrat Printing & Lithographing

Thursday April 19, 2018 (continued)

- 3:00 pm** Break
- 3:15 pm** Board the buses for our annual Magazines and Music Mississippi Delta Tour
- 5:00 pm** Delta Blues Museum and tour of Clarksdale
- 6:30 pm** Dinner at Ground Zero Blues Club, Clarksdale, Miss.
- 9:30 pm** Back to the hotel and end of the ACT 8 Experience