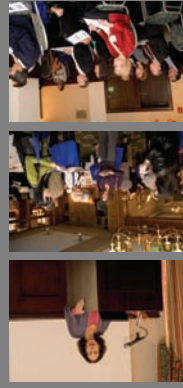


Early Bird Discount Ends 9/9/11!



- » **Plus MORE**
- » **Chance to WIN PRIZES**
- » **Exhibitors Showcasing Products & Services**
- » **Powerful NETWORKING Opportunity**
- » **Informative Sessions from Experts**
- » **LEARN New Business Strategies**
- » **Breakfast, Luncheon & Cocktail Reception**

## Benefits

October 13, 2011 Los Angeles Athletic Club  
Expert Speakers | Breakfast | Luncheon | Cocktails

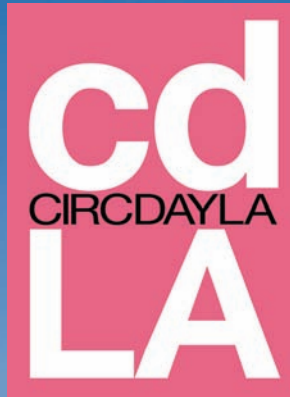
**Keynote Speaker**  
Steve Ennen,  
President and Chief  
Intelligence Officer,  
Social Strategy1



PO Box 15281  
North Hollywood, CA 91615-5281



MEMBERS JUST  
**\$125**



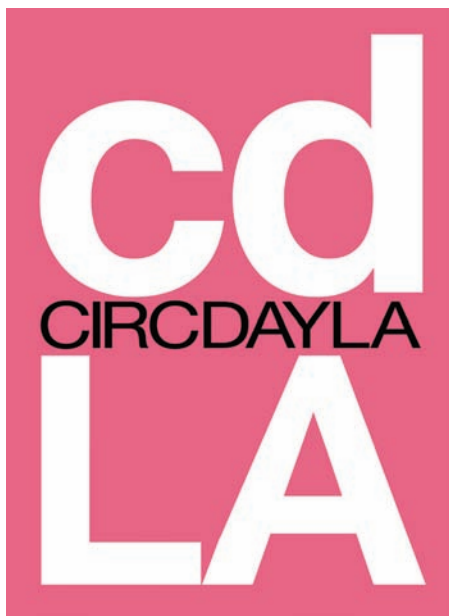
# Which Way is Up?

Expert Speakers | Breakfast | Luncheon | Cocktails

**October 13, 2011** Los Angeles Athletic Club

Register By 9/9/11 [wfma.org/cdla](http://wfma.org/cdla)

**Learn, Network & Win Prizes!**



# Register Early & Save!

Membership Type	EARLY BIRD COST (9/9/11 & Before)	REGULAR COST (9/10/11 & After)
WFMA Members	\$125/person <b>SAVE \$24</b>	\$149/person
Non-WFMA Members	\$175/person <b>SAVE \$24</b>	\$199/person

## Benefits

- » Breakfast, Luncheon & Cocktail Reception
- » **LEARN** New Business Strategies
- » Informative Sessions from Experts
- » Powerful **NETWORKING** Opportunity
- » Exhibitors Showcasing Products & Services
- » Chance to **WIN PRIZES**
- » Plus **MORE**



## Learn From The Experts

*CircDayLA is the west coast's largest educational and networking event for audience development, circulation, marketing, subscription fulfillment and other professionals in the magazine publishing industry. Learn and discuss everything new in the "circ" world at an intimate and affordable gathering of 140+ specialists. Discover better ways to understand your audience and improve your business strategies - key to surviving and making a profit in this competitive industry. Our expert speakers will share their successes - and failures - using e-mail marketing, social media, digital editions, mobile solutions, database marketing, old school basics, plus much more! At CircDayLA, you will learn Which Way is Up?*

Register at [wfma.org/cdla](http://wfma.org/cdla)

# CircDayLA 2011 Session Schedule

## SESSION ONE TRACKS 8:30 am – 9:30 am

### CIRCULATION ESSENTIALS

#### Retention Marketing: Revitalize Your Renewals and Requals

 Meg Clark, Audience Development Consultant

 Jo Ann Binz, Audience Development Manager, Quality Circulation Services

Retention marketing is not glamorous, but it is essential. Get new ideas on how to keep your best subscribers on the active file for both paid and controlled circulations.

### E-MARKETING TACTICS


#### Setting Yourself Up in Social Media: Tools, Tips and Strategies for Audience Development

 Ian Huckabee, President, Weejee Media

Learn how to use social media tools to increase your brand's visibility and generate site traffic, leads and subscriptions.

### AUDIENCE DEVELOPMENT

#### The Rewards and Challenges of Building a Marketing Database

 James Tucker, President & CEO, Integrated Marketing Technology, Inc.

 Barbara Besser, Group Circulation Director, Active Interest Media

This session will provide real examples of the business logic behind building a marketing database, the challenges faced during the build process, and then the benefits over time. The focus will be on evaluating the benefits of database marketing on a campaign by campaign basis and also additional benefits realized outside of subscription marketing, which can be substantial.

### WFMA Premier Partners



Brochure Sponsor



Prize Sponsor



Computer Services, Inc.  
Name Badges Sponsor



Coffee Break Sponsor



Luncheon Sponsor



Publisher's Creative Systems

### CDLA Partners



Cocktail Reception Sponsor



Breakfast Sponsor



Handbook Sponsor



Parking Sponsor



Session Room Sponsor



Tote Bag Sponsor



Water Bottle Sponsor



EBSCO TeleServices, LLC



## SESSION TWO TRACKS 10:00 am – 11:00 am

### CIRCULATION ESSENTIALS

#### Back to the Future Basics: Old Tricks for New Audience Marketing Channels

 Kristi Dougherty, Director of Paid Circulation, 1105 Media

 Jason Yee, Audience Development Manager, UBM

Captivated by your iPad? Spending hours crafting the perfect Mobile app? Did you remember to send out your renewals? It's easy to focus on fun (but distracting!) tech development, but the old school basics still apply – come to this session to get a checklist of best practices plus tried and true techniques to make sure all that fancy marketing pays off with solid P/L returns, positive customer experiences and happy publishers.

### E-MARKETING TACTICS

#### Email Marketing Comes of Age

 Steve Crowe, Chief Operating Officer, Hallmark Data Systems

Deliverability, list segmentation, market trends and more! Attend this session to find out the keys to implementing successful email campaigns.

### AUDIENCE DEVELOPMENT

#### Publish Everywhere — Magazines are Brands; Readers are Mobile

 Martin Hensel, President, Texterity

 Jared Katzman, VP Sales & Marketing, Thumb Media Group LLC

These two experts will demonstrate exciting mobile solutions for magazines and share how publishers build their brands, reach younger readers and energize advertisers with mobile platforms.

Register at [wfma.org/cdla](http://wfma.org/cdla)

# Early Bird Rates Expire 9/9/11

## SESSION THREE TRACKS 11:30 am – 12:30 pm

### CIRCULATION ESSENTIALS

#### Postal Strategies That Make Sense



**Robert J. Lindsay,**  
Director of Postal Affairs  
and Business Solutions,  
RR Donnelley Logistics

Our industry insider will discuss the state of the USPS and their operational initiatives with regards to Periodicals and Standard magazine mailings, and offer mailing strategies that can be used to improve delivery time and lower expenses.

### E-MARKETING TACTICS

#### 10 Ways to Leverage Social Media for Audience Development



**Desiree Bennett Forsyth,**  
Principal, Density Media

Social media reaches billions of people worldwide. Find out how successful companies leverage these platforms to build and engage their audiences. This session will detail 10 techniques that publishers can implement right now to employ social media for audience development.

### AUDIENCE DEVELOPMENT

#### What Niche Publishers Can Learn from Regional Publishers



**Eric Holden,**  
Vice President,  
Audience Development,  
Modern Luxury Media

Niche publishers face unique challenges associated with developing and maintaining their audiences. Our expert will share his experience with building audiences across multiple regional markets and how the lessons he has learned can be applied to your marketing efforts.

### WFMA Premier Media Partners

**FOLIO:**

**AUDIENCE DEVELOPMENT**

**SRDS®**

**NICHE MEDIA**  
Connecting the Entire Niche World

**ewip** EXCEPTIONAL WOMEN IN PUBLISHING

### Exhibitors

**FOLIO:**

**AUDIENCE DEVELOPMENT**

**Spark**

**ETS**  
EBSCO TeleServices, LLC

**boomerang**  
email marketing solutions

**BPA**  
WORLDWIDE

**palm coast DATA**

**PCS**  
Circle of Circulation Systems

**SUBCO**

**BALLANTINE**  
LABORATORY

**PitneyBowes**  
Mail Services

**ASPEN**

**MEDIA AND MARKET RESEARCH**

**publishers press**

**Audit Bureau of Circulations ABCinteractive**

**STATISTICS**

**NICHE MEDIA**  
Connecting the Entire Niche World

**ESP**  
Computer Services, Inc.

**Hallmark**  
DATA SYSTEMS

**KM**

**ARK**  
TeleServices

## SESSION FOUR TRACKS 2:30 pm – 3:30 pm

### CIRCULATION ESSENTIALS

#### New Age Auditing



**Teresa Perry,**  
SVP Publisher Member,  
Audit & Report Processing  
Services, ABC



**John Brooks,** Director,  
Marketing Services,  
BPA Worldwide

Publishing companies have morphed into multi-brand, multi-channel media companies. These two audit experts will provide an update on steps their companies have taken to provide audience verification for today's media company, as well as, update you on important initiatives and rule changes at both organizations.

### E-MARKETING TACTICS

#### Lead Generation for Audience Developers



**Abraham Langer,**  
Senior Vice President,  
Audience Development & Digital  
Media, 1105 Media

Find out how 1105 Media mines its database and delivers qualified customers to its advertisers.

### AUDIENCE DEVELOPMENT

#### Digital Edition Survival Guide



**Thea Selby,** Principal,  
Next Steps Marketing



**Karin Kinnear,**  
Senior Manager, Audience  
Development & Operations, Oracle

Thea and Karin will guide you through the nitty-gritty jungle of managing, marketing and maintaining your digital edition.

For more info about our speakers, visit [wfma.org](http://wfma.org)

## Keynote Speaker



### Steve Ennen

*President & Chief Intelligence Officer,  
Social Strategy1, an ILD Company*

## *Audience and Business Development in a Social Media Age*

**TOPIC:** With the global ubiquity of social media comes opportunities and challenges that were unimaginable a few short years ago. In this keynote address, Ennen helps content professionals reshape business rules for success and offers concrete steps to execute.

**ABOUT KEYNOTE:** Steve joined Social Strategy1 from the University of Pennsylvania's Wharton School, where he was Founding Managing Director of the Wharton Interactive Media Initiative (WIMI) and Wharton Lab for Innovation in Publishing; recognized as the authoritative thought leaders for issues related to interactive and digital media and their impact on broader business matters. He is a Lecturer in Marketing at the Wharton School and was responsible for the development of curriculum in emerging/social media and interactive media strategies at the Wharton School for both MBA program and Executive Education courses.

Prior to Wharton, Ennen held the position of Vice President, Digital Business Strategies at American Business Media where, for more than three years, he advised dozens of media and marketing companies on digital transformation, video and mobile messaging, social networks and development of digital revenue strategies. He also served as a consultant and business development executive for Neighborhood America (now INgage Networks), an award-winning technology company specializing in enterprise social networks.

For more information about Steve, go to [wfma.org](http://wfma.org).

## Agenda At-A-Glance



# Which Way <sup>is</sup> Up?

**October 13, 2011**  
Los Angeles Athletic Club

**7:30am - 8:30am** Registration, Breakfast, & Exhibits

**8:15am - 8:30am** Welcome Reception

**8:30am - 9:30am** **Session #1**

**9:30am - 10:00am** Coffee Break, Exhibits,  
& Networking

**10:00am - 11:00am** **Session #2**

**11:00am - 11:30am** Coffee Break, Exhibits,  
& Networking

**11:30am - 12:30pm** **Session #3**

**12:30pm - 2:30pm** Luncheon, Keynote Address,  
& Prizes

**2:30pm - 3:30pm** **Session #4**

**3:30pm - 4:30pm** Cocktail Reception & Prizes

Register at [wfma.org/cdla](http://wfma.org/cdla)

# 2 Ways To Register

1. ONLINE: [wfma.org/cdla](http://wfma.org/cdla)

2. PHONE: (310) 546-3388

Membership Type	EARLY BIRD COST (9/9/11 & Before)	REGULAR COST (9/10/11 & After)
WFMA Members	\$125/person <b>SAVE \$24</b>	\$149/person
Non-WFMA Members	\$175/person <b>SAVE \$24</b>	\$199/person

## Event Details



# Which Way is Up?

**WHEN:**

Thursday, October 13, 2011  
7:30 am - 4:00 pm

**WHERE:**

Los Angeles Athletic Club  
431 West 7th Street,  
Los Angeles, CA 90014-1691  
(corner of 7th Street & Olive Street)  
(800) 421-8777 • [www.laac.com](http://www.laac.com)

**WHO:**

Magazine publishing professionals involved in circulation, audience development, marketing, and subscription fulfillment.

**PARKING:**

Entrance is at 646 South Olive Street (around the corner from the hotel entrance). **FREE PARKING IS AVAILABLE.** Must validate parking ticket at the Hallmark Data Systems exhibitor table.

## Travel & Hotel

### Arrive the Day Before!

Beat the traffic, network, do some sight-seeing at L.A. Live, see an exhibition at a local museum and stay at the Los Angeles Athletic Club or at a nearby hotel. Local transportation is available by bus, train and subway.

**See the "Travel/Hotel" section on [wfma.org](http://wfma.org) for directions and travel tips.**

### HOTEL ACCOMMODATIONS

**Stay at the Los Angeles Athletic Club!**

Reserve a room at the discounted rate of \$141.00 for a single bed room and \$156.00 for a double queen bed room (per night rates plus tax). Includes a complimentary breakfast buffet for two and access to the athletic club. **ROOMS WILL SELL OUT FAST!**

**Call (800) 421-8777 & Say Promo Code **WFMA****