



## Power of Brands: Dec. 1st, 2015

Conde Nast Headquarters, 1 World Trade, NYC, 34<sup>th</sup> Floor

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Noon

**Members Arrive / Lunch**

12:15-12:35     **Welcome Remarks**

**Jason Kint**, CEO, Digital Content Next and **Bob Garfield**, public broadcaster, journalist, author, international lecturer, consultant and university professor specializing in media and marketing.

12:35-1:35     **Want to build a better business? Focus on your customer.**

**Phil Terry**, CEO of Collaborative Gain, Inc., runs *The Councils*, a collaborative network of senior leaders. Widely praised by CEOs, venture capitalists and entrepreneurs for its practical and passionate focus on building better businesses, *Customers Included* details practical case studies for companies to succeed in this customer experience-driven world. Based on 15 years of experience with hundreds of companies, *Customers Included* is packed with case studies of what to do and what not to do. Phil will take us through some of the most compelling case studies in his highly engaging and interactive session.

1:35-2:00     **Subscription Innovation: Tales from Behind the Paywall**

**Bob Garfield** interviews **Denise Warren**, President-Digital & CEO, East Coast Publishing –Tribune Publishing Company

Most digital media companies have launched digital subscriptions in some form but successful revenue generation isn't a slam dunk. While those that subscribe tend to be brand loyal and engaged customers, there is an art and science to balancing what's on offer behind the paywall and what's ad-supported. Warren will talk about her successful launch of the digital subscription business at The New York Times and, most recently, leading the transition to a metered digital subscription model at Tribune.

2:00-2:30     **Creating a New Brand Experience**

**Alan Feldenkris**, Executive Director, Marketing and Branding, NPR

NPR listeners are deeply loyal. They've not only listened to on-air broadcasting over the years, but are now embracing digital listening of their favorite programming across platforms. In addition, NPR is aggressively getting more physical...creating live journalistic experiences in partnership with its member stations to not only deepen brand loyalty in very personal ways, but also to broaden revenue opportunities beyond traditional sponsorship.

2:30-2:45     **BREAK**

2:45-3:15     **Take your brand to the streets (and get paid to do so)**

**Melissa Goidel**, Chief Revenue Officer, Refinery29

Digital lifestyle media company Refinery29 prides itself on putting its brand at the core of the business and how that helps them drive revenue through experiential activations and through their Here & Now

talent platform. Refinery29 CRO Goidel will talk about how they go-to-market with this unique offerings and the revenue challenges and opportunities they bring.

3:15-3:45      **Co-Creation: Innovation By Your Consumer Not For Them**

**Steve Paljieg**, *President of eXo Innovation and VP Corporate Partnerships – Portfolia*

There's a silent revolution happening. The consumers many brands seek to serve have acquired the tools to innovate, investment capital, and customer access to disrupt products, brands, if not an enterprise's underlying business model (anyone reading this heard of AirBnB, Uber, Chobani, and Stacy's Pita Chips?). Learn how leading companies are reaching out to partner with these potential market disrupters versus risk being disrupted by them, with the most effective companies using these relationships to unlock new pathways to growth in compelling, highly efficient, leveraged, and de-risked ways.

3:45-4:10      **Partnering with platforms**

**Julie Hansen**, *COO/President, Business Insider* interviews **Ian Orefice**, *Head of Programming, Time Inc.*

Media companies challenged with declines in advertising revenue begin to look harder at ways to monetize their content with distributors and syndicators, whether they be cable companies, subscription video-on-demand outlets like Netflix or Amazon, or others seeking new pipelines of content. Julie and Ian will discuss lessons learned in navigating the waters of extending your brand onto other platforms.

4:10-4:30      **Online Learning: A New Distribution Channel for Service Oriented Content**

**Diego Sanchez**, *Executive Director, Digital Business Development, Rodale Inc.*

Through well-known publishing brands like Men's Health, Women's Health, and Prevention, Rodale has been teaching its audience how to improve their health and wellness for decades. With the launch of Rodale U, Rodale is formalizing this teacher/student relationship through paid multimedia e-courses on topics like weight loss, nutrition, fitness, and even bike maintenance.

4:30-5:00      **To be announced**

5:00-6:00      **Cocktails**