

Tentative Schedule

Thurs., May 3, 2012

- 7:30 a.m.-9:00 a.m. Executive Committee Meeting
- 9:15 a.m.-10:05 a.m. Governmental Affairs Committee
- 10:05 a.m.-10:25 a.m. Annual Business Meeting
- 10:30 a.m.-11:30 a.m. Board of Directors Meeting
- 11:30 a.m.-7:00 p.m. Sponsor Display Tables
- 11:45 a.m.-1:00 p.m. Welcome Luncheon - Christopher Thornberg, Beacon Economics
- 1:15 p.m.-3:15 p.m. Advertiser Roundtables
- 3:30 p.m.-4:30 p.m. Sponsor/Newspaper Social
- 6:00 p.m.-7:00 p.m. Opening Night Reception

Fri., May 4, 2012

- 8:00 a.m.-9:00 a.m. Best Practices for Daily Deals
- 8:00 a.m.-4:30 p.m. Sponsor Display Tables
- 9:15 a.m.-10:15 a.m. What You can do Today to Build New Business with Digital and Mobile
- 10:30 a.m.-11:30 a.m. Leading Change with Adaptive Management Techniques
- 11:45 a.m.-1:15 p.m. Friday Luncheon - John Paton, Digital First Media/MNG/JRC
- 1:30 p.m.-2:30 p.m. Digital Revenue Success: Your Website can be a Profit-First Business - Mel Taylor, Mel Taylor Media
- 2:45 p.m.-3:45 p.m. Growing Revenue and Marketshare through Social Media Best Practices - Bill Mitchell, Poynter
- 4:00 p.m.-5:00 p.m. Legal Considerations when Gathering and Delivering News in Social Media
- 6:00 p.m.-9:00 p.m. Reception, Silent Auction, Dinner and Entertainment

Sat., May 5, 2012

- 9:00 a.m.-11:00 a.m. Investigative Journalism in the Digital Age: Accessing databases to help the community hold government accountable
- 11:15 a.m.-1:15 p.m. BNC Awards Show and Luncheon