



**Publishers: Mix and match the publisher track sessions you want to attend.**

**Ad Sales Team: Special Track just for you!**

## Monday, February 27 - Day #1

### SCHEDULE

### EVENTS

7:30 AM - 8:45 AM	Registration & Breakfast			
8:45 AM - 9:15 AM	Welcome & Orientation			
9:30 AM - 10:00 AM	Mini-Niche Keynotes	Mike Lessiter: <i>Niche is so Bright...We Gotta Wear Shades!</i>		
10:00 AM - 10:30 AM	Mini-Niche Keynotes	Tim McMullen: <i>The Great Oz of Social Media: Myths Debunked and Strategies Foretold!</i>		
	PUBLISHERS TRACKS			CAMP NICHE AD SALES TRACK
11:00 AM - NOON	Evolution! The New World of Audience Development	Win-Win Sales Compensation	Online Revenue Mania	15 Greatest Ad Sales Ideas
NOON - 1:15 PM	Lunch & Keynote <i>Drew Davis: The Future of Digital IS Print</i>			
1:30 PM - 2:30 PM	Grow Smart, Grow Strong: Unlock Your Niche Profit Potential	5 Key Factors to Increase Conversions	Content Marketing Kinda Rocks -- A Lot!	The Perfect Ad Sales Call
3:00 PM - 4:00 PM	Publisher Peer-to-Peer Roundtables - Five Hot Niche Topics: Integrated Sales, Social Media, Budgeting & Forecasting, Audience Development, Events			Complete Digital Sales Guide
4:15 PM - 5:00 PM	(In)Famous Niche Speed Publishing			
6:00 PM - 8:00 PM	Welcome Hoedown (off-site event)			



## Tuesday, February 28 - Day #2

### SCHEDULE

### EVENTS

8:00 AM - 9:00 AM	Breakfast Hot Topic Roundtables			
9:00 AM - 9:15 AM	Cowboy Carl's Tuesday Round-Up			
	PUBLISHERS TRACKS			CAMP NICHE AD SALES TRACK
9:30 AM - 10:30 AM	Expanding Your Brand Brainstorming!	E-Marketing Expert Showdown		e-Newsletter Sales Mania
11:00 AM - Noon	Niche Events for Fun and Profit	Metrics that Matter: Business Management for Publishers		Your Unique Value Statement
Noon - 1:30 PM	Lunch & Sponsor Give Away			
1:30 PM - 2:30 PM	When Advertisers Need More: The New "Value Selling" Approach	Social Media - Everything Old is New Again!		Selling Integrated Media
2:45 PM - 3:45 PM	Media Buyer Steel Cage Match	Niche Digital Video Explosion		Ad Sales Roundtables
4:15 PM - 6:00 PM	Niche Awards (Off-Site Event)			

