



## Magazine Publishers Conference

In Partnership With Blackwell Print

Friday 4<sup>th</sup> October 2024

Holiday Inn, Hinckley Rd, Coventry CV2 2HP

All refreshments & a full lunch included.

Please arrive by 8:45am at the Holiday Inn ready for a 9:30am start. We aim to finish at 5.30pm.

Please bring with you:

- Approx. 50 mags
- Business cards
- Media packs
- Any other marketing/sales material you do not mind sharing

Summary of Spotlight Subjects:

- **Small But Mighty: Exploring Publishing Trends In Regional Australia – Kate O’Meally**
- **Exit Through The Gift Shop – Jon Tinson**
- **How To Handle And Manage Requests For Free Advertising – Raj Nagji**
- **Defining Goals and Achieving Success – Karen Hayns**
- **What's in your Toolbox? - Laretta Wriath & Andy Fraser**
- **Making Life Easier With AI – Aaron Moriarty & Jack Osborne**

### Agenda

**8.45am** Arrival, network over coffee

**9.30am** Welcome By Raj. Why & Who Is In The Room?

**10.00am** **Small But Mighty: Exploring Publishing Trends In Regional Australia – Coal Coast Magazines**

Join Kate O’Mealley, owner and editor of Coal Coast Magazine, to uncover the vibrant world of regional publishing, where local narratives take centre stage. From digital innovations to community-driven initiatives, discover how these trends are shaping the future of Australian publishing with a unique regional flair.

**10.40** **Exit Through The Gift Shop – Jon Tinson - Discover Magazines**

Thinking about that future exit? It pays to plan early, prepare well and follow a plan.

Ideas and insights for exiting your business.

**11.20am** Network and coffee break

**11.45am** My Journey – Lee Kenny – Local-Mags

## **12.00pm How To Handle And Manage Requests For Free Advertising – Raj Nagji – Local Directory Magazines**

Are you inundated with requests for free space from charities, not for profits, press releases, advertorials etc? Learn how to handle and monetise these requests.

## **12.50pm Network over lunch.**

## **2:00 PM: Defining Goals and Achieving Success – Karen Hayns – Executive Coach**

Karen Hayns, with extensive experience in coaching a successful print magazine businesses and other industries, will lead a breakout group session using the GROW model. Each group will delve into one of the following goals you may aspire to achieve:

1. Secure additional new sales within the next 6-12 months.
2. Manage and reduce feelings of being overwhelmed, particularly around print deadlines.
3. Expand the digital growth of your magazines.
4. Launch a brand-new print magazine.
5. Increase prices for long-standing customers.
6. Lower overall costs including subscriptions, print, distribution etc

## **3.15pm Network and coffee break**

## **3.40 What's in your Toolbox? - Laretta Wright (Life In Magazines) & Andy Fraser (Bristol Community Magazines)**

This interactive and thought-provoking session, led by Andy Fraser of Bristol Community Magazines and Laretta Wright of Life In...Magazines, explores a plethora of ideas to help overcome some of the common sticking blocks that small magazine publishers face in key areas of their business.

## **4.30pm Making Life Easier With Artificial Intelligence (AI) – Aaron Moriarty & Jack Osborne – Local Directory Magazines**

Highlighting how easy AI can help you simplify and streamline mundane tasks in seconds and how to set it up to your specific needs

5.00pm Mag World Association update with feedback, summary and close

5.30pm Free time – enjoy a drink, network with your colleagues, have a nap!

7.15pm Network over a drink in hotel bar

8.15pm Network over dinner

The next morning (you guessed it) more networking over breakfast!

Enjoy! My mobile number is 07703 519922 should you need it on the day.