

THURSDAY, APRIL 4

## ALBERTA MAGAZINE CONFERENCE 2019

# THINKING BIG IN A CHANGING MEDIA LANDSCAPE

1:00-2:15PM

### TH1 SPONSORSHIP MARKETING: THIS IS NOT ABOUT HANGING ANOTHER BANNER

**Brent Barootes**, President and CEO, Partnership Group  
Recommended for publishers, sales and marketing teams

1:15-2:15PM

### TH2 DISRUPTIVE PUNCTUATION

**Frances Peck**, Certified Professional Editor  
Recommended for editors, writers

2:30-3:30PM CONCURRENT SESSIONS

### TH3 DIVERSITY AND UNDERREPORTED VOICES

**Karen K. Ho**, Business, Culture and Media Reporter  
Recommended for publishers, editors, freelance writers

### TH4 THE BIRTH OF A MAGAZINE: CREATING A VISUAL IDENTITY FOR A NEW BRAND

**Rob Hewitt**, Founder, *OH-SO*  
Recommended for art directors, designers, publishers

### TH5 DIGITAL TOOLS FOR WRITERS

**Omar Mouallem**, Writer and Author  
Recommended for freelance and staff writers

3:45-4:30PM KEYNOTE PRESENTATION

### KN1 SHUT UP ABOUT THE NEW YORKER ALREADY

A look at mainstream and avant-garde magazine design

**Marian Bantjes**, Designer, Typographer, Writer and Illustrator  
Recommended for everyone

5:30-6:30PM COCKTAIL HOUR

6:30PM AWARDS GALA AND DINNER

## FRIDAY, APRIL 5

**ALL DAY** Trade Show Hall, Coffee and Tea, Silent Auction

9:00-9:45AM KEYNOTE PRESENTATION

### KN2 IDENTIFYING AND CULTIVATING YOUR INNER INNOVATOR

**Caitlin Thompson**, Co-founder and Publisher, *Racquet*  
Presented by *TC Transcontinental Printing*  
Recommended for everyone

10-10:45AM KEYNOTE PRESENTATION

### KN3 REBRANDING: HOW TO PIVOT WITH PURPOSE

Presented by *Magazines Canada*  
**Lianne George**, Founder and Editorial Director, *George&Co*  
Recommended for everyone

10:45-11:15AM

Refuel and chat with trade show vendors

11:15AM-12:15PM CONCURRENT SESSIONS

### 1A CHASING DIGITAL DATA WITHOUT SELLING YOUR SOUL

**Joe Rayment**, Online Engagement Manager, *Rogers Communications*  
Recommended for digital teams, editors, publishers

### 1B ORGANIZING A REDESIGN

**Rob Hewitt**, Creative Director, *Dwell*  
Recommended for art directors, designers

### 1C FRESHENING THE FRANCHISES

**Susanna Homan**, EIC and Publisher, *Chicago*  
Recommended for editors, publishers

### 1D DIY INTELLECTUAL PROPERTY STUDIO

**Caitlin Thompson**, Co-founder and Publisher, *Racquet*  
Recommended for publishers, editors

### 1E CREATING A PROFESSIONAL STRATEGIC PLAN FOR FREELANCE WRITERS

**Karen K. Ho**, Business, Culture and Media Reporter  
Recommended for freelance writers, journalists

12:15PM KEYNOTE LUNCHEON BUFFET

### KN4 MAGAZINE MEDIA: FILTERING THE NOISE POLLUTION

Presented by *Magazines Canada*

**Linda Thomas Brooks**, President & CEO, *MPA*  
Recommended for everyone

2:00-2:30PM LOWERCASE AWARDS

Celebrate the year's greatest hits and misses, and shine a spotlight on the teamwork, creativity, and perseverance that happens behind the scenes

2:45-3:45PM CONCURRENT SESSIONS

### 2A ORCHESTRATING A SALES TURNAROUND

**Susanna Homan**, EIC and Publisher, *Chicago*  
Recommended for publishers and sales teams

### 2B FROM HOT TO HAS-BEEN AND BACK: CHARTING A DESIGN CAREER

**Marian Bantjes**, Graphic Artist and Designer  
Recommended for art directors, designers

### 2C LIFESTYLE JOURNALISM:

### STANDING OUT IN A SEA OF SAMENESS

Presented by *Magazines Canada*

**Lianne George**, Founder and Editorial Director, *George&Co*  
Recommended for editors, writers, publishers

### 2D FEATURE WRITING

**Christina Frangou**, Writer and Journalist  
Recommended for freelance and staff writers

3:45-4:30PM WINE & WIND DOWN

Trade insights with colleagues and place final bids on great silent auction items supporting the Amber Webb Bowerman Memorial Foundation

Canada



Alberta Magazine  
Publishers Association

Alberta