

## DRAFT PROGRAM

Tuesday, May 11		ROOM
10:00 a.m. – 4:00 p.m.	<b>GOLF</b> at Glen Abbey (optional) Transportation will be provided if required Register at <a href="http://paperdrivegolf2010.eventbrite.com/">http://paperdrivegolf2010.eventbrite.com/</a>	Off-site
Wednesday, May 12		ROOM
7:30 to 9:00 a.m.	CCNA Executive Meeting	Club Brdrm
9:00 to 10 a.m.	CNA/CCNA Marketing & Advertising Committee	York (or TBD)
10 a.m. – 2 p.m.	CCNA Board	Kenora
2:00 – 6:00 p.m.	OCNA Board	Peel
4 – 6:00 p.m.	CNA Board	York
Evening	Pre-conference Reception <b>Sponsors: Toronto Star, National Post, Metroland</b>	Off-site
Thursday, May 13		Room
8 – 9:45 a.m.	Registration open <b>Lanyard sponsor: Audit Bureau of Circulations</b>	Grand West
8:00 – 10 a.m.	CP Board meeting	Wentworth
9:00 – 9:30 a.m.	CCNA AGM (members only)	Simcoe/Dufferin
9:50 a.m.	Conference opens: Welcoming remarks	Grand Central
10 – 11 a.m.	<b>1 Transforming to a Multiplatform Business</b> Canadian home-grown media giant John Paton, recently named CEO of the Journal Register and co-founder of impreMedia (the primary Hispanic news and information company in the U.S.) will discuss the use of social media and how to allocate resources in the news ecology to create a truly multiplatform suite of products. The company has just announced the launch of Community E-Journalism Media Labs in its newsrooms in New York and Los Angeles to assist local bloggers in covering the community.	Grand Central
11 – 12 noon	<b>2 Czech Mates: Newsroom cafes and Hyperlocal Brands</b> New Czech media company, Nase Adresa, is the most exciting new initiative to appear in recent years. A successful pilot project launched a year ago combined weekly newspapers, hyperlocal websites and news cafes where citizens could interact with the reporters. One of the founders, Roman Gallo, director of media strategies, PPF, explains how the concept works.	Grand Central

Thursday, May 13 (cont'd)		Room
12:15 – 1:45 p.m.	<p><b>Lunch buffet: Celebrate Newspapers Great Ideas Awards</b> This is an awards presentation with a difference- lighthearted, casual and short. Everyone gets a CD with some great ideas afterwards. Come and applaud your favourites.</p> <p><b>Speed Date with Newspapers</b> Sure we have baggage, but newspapers have great appeal as partners for advertisers. Suzanne Raitt, VP of marketing for CNA, presents her upbeat pitch that confirms newspapers are a perfect match for agencies and advertisers. <b>Sponsor: Forest Products Association of Canada (FPAC)</b></p>	Grand Foyer
1:45 – 3:15 p.m.	<p><b>3 Print Rocks</b> Print products are still the basis of the newspaper industry. In this session, the speakers discuss innovations in production, aggressive pricing and classified advertising. Speakers: James Moroney, Dallas Morning News; Shannon Kinney, AIM</p>	Grand Central
3:15 – 3:30 p.m.	Coffee Break – <b>Sponsor: Deloitte</b>	Grand West
3:30 – 4:45 p.m.	<p><b>4 Building Community</b> Our panel looks at new video and mobile options that engage readers. Speakers include John Futhey, managing director, community and specialty sites, for Metroland Media Group</p>	Grand Central
Evening	<ul style="list-style-type: none"> <li><b>CCNA Better Newspaper Awards Dinner</b></li> </ul>	Dominion Ballroom
Friday, May 14		Room
7 – 8:30 a.m.	<p>Breakfast with Exhibitors <b>Sponsor: TEMBEC</b></p>	Grand West
8:30 – 10 a.m.	<p><b>5 Successful Financial Strategies for Newspapers: Business Wisdom</b> Top business minds will discuss the major issues facing newspapers today Moderator: Ken Wong (Queen's University) Panelists: Duncan Stewart, Deloitte; Jerry Brown, PriceWaterhouseCoopers; and Jonathan Goodman, Monitor.</p>	Grand Central
9:00 – 11:00 a.m.	<b>Production Session</b>	Conference B/C
10 - 10:15 a.m.	Break	Grand West

Friday, May 14 (cont'd)		Room
10:15 – 12 noon	<p><b>6 Under the Hood: Automotive industry diagnostics</b> Experts Dennis Desrosiers and Stuart Payne (Saatchi &amp; Saatchi) will discuss the state of the industry and the new advertising and marketing demands on dealers. Then hear some solid advice on creative partnerships direct from Motor City speakers Jon Wolman, Detroit News and Paul Anger, Detroit Free Press</p>	Grand Central
Concurrent morning session EDITORIAL (offsite)	<p><b>Interactive multimedia: The Evolution of the Narrative</b> Perennial favourite Robb Montgomery offers a peek at his new documentary featuring examples of innovation technology, and journalism skills from his travels to newsrooms around the world including places like the Guardian and Axel-Springer and cutting-edge media houses such as France24, 24SATA, and FUTUROOM.</p>	Wentworth (Tentative)
12 noon – 2:00	<p><b>AbitibiBowater/Presidents Luncheon</b> Speaker: TBD <b>Sponsor: AbitibiBowater</b></p>	Dominion Ballroom
2:00 – 2:30 p.m.	<b>OCNA AGM</b>	Conference B/C
2:30 – 4:00 p.m.	<b>Canadian Press AGM</b> (members only)	Simcoe/Dufferin
2:30 – 5:30 p.m.	<p><b>Independent Publishers sessions</b> <b>Advertising sales strategies on Main Street</b> Speaker: Peter Kvarnstrom, vice president, Glacier Ventures International Corp., talks about how to boost your small market sales</p> <p><b>How to build and manage a social media presence for your company</b> Speaker Robb Montgomery, CEO, Visual Editors Inc., will offer tips on utilizing the latest technology.</p> <p><b>Value-added website functions</b> Four newspaper innovators will look at how new technology has enhanced their news operations. Speakers: Marc Ouellette of Transcontinental and Katherine Wiggett of CityMedia</p>	Conference B/C
Evening	<ul style="list-style-type: none"> <li>• <b>OCNA Awards dinner</b></li> <li>• <b>National Newspaper Awards</b></li> </ul>	<p>Dominion Ballroom</p> <p>Metro East</p>

Register online and book hotel rooms at the Sheraton Centre Toronto Hotel at:

[www.inkandbeyond.ca](http://www.inkandbeyond.ca)