



ASBPE

Digital Symposium

Practical online
strategies and tactics
for the B2B editor

Friday, November 6, 2009
Hyatt Regency
San Francisco Airport

*Be aggressive.
Rise to the summit now.
ASBPE can help.*

You can't afford to stop learning, especially now.
High value. Affordable. Always from ASBPE.

Included in your registration fee:

- One full day of interactive sessions designed with B2B editors in mind.
- Real-world solutions from experienced experts.
- 5 sessions, 11 speakers.
- Network, share advice with other B2B editors.
- Digital Azbees winners slideshow and luncheon. See the best of the best.
- Affordable registration compared to other industry events.
- Convenient location by the San Francisco airport.

American Society of Business Publication Editors

630-510-4588 ■ asbpe.info@asbpe.org ■ www.asbpe.org

About the program

9–10:15 am

Writing for search, navigation and the B2B reader

What you'll learn

- How good online writing is similar to — but differs from — print content.
- How to balance writing for search and for the reader.
- The right and wrong ways to make stories search engine-friendly.
- The effect of reader personas and scenarios on online writing.
- When to use and how to write lists and subheads
- Writing meaningful links.
- Useful and benefit-focused headlines, leads, and subheads.
- Ways to organize and format content for maximum readability.
- The online story-planning process and how it's different from print.

Speaker

Harry McCracken,
Technologizer

10:30–11:45 am

Leveraging the power of B2B social communities

What you'll learn

- Benefits of building a social community for your audience.
- Characteristics of a market necessary for a community to thrive.
- Components and functionality of a good social community.
- Ways to moderate and administer the communities.
- Pros and cons of various community platforms (e.g. LinkedIn, Facebook, Ning or proprietary).
- Best practices, pitfalls.
- How editors can use the reader-generated content and uncover market intelligence.
- How to synchronize content among your print, Web, and other Internet platforms with your community.

Speakers

Jim Sulecki,
Meister Media

Kellie Parker,
Sega

Hinda Chalew,
Staffing Industry
Analysts

Noon–1:30 pm

Digital Azbee Awards of Excellence luncheon

For the first time, ASBPE divided its competition into print and digital and added 15 new categories. The best of the best in digital media will be honored during this banquet.

1:45–2:30 p.m.

Web Site of the Year case study

The Web Site of the Year winner will discuss the following:

- Reporting, writing, editing, depth of information.
- Information architecture, organization, design, and presentation.
- Navigation and “findability.”
- Service and solution-based content, usefulness.
- The user experience, user-generated content, interactivity, community.
- Effective use of technology.
- Journalism ethics.

2:45–3:45 pm

Working with a new content management system

What you'll learn

- How to walk the line between flexibility and control.
- Which new skills editors must learn to use a CMS effectively, and who on staff should be responsible for uploading content.
- How a CMS helps editors to repurpose print content into robust online content.
- Best practices, challenges and benefits in respect to CMS implementations.

Speakers

Tyler Davidson,
Meetings Media

Jeff Freund,
Clickability

Frederic Paul,
bMighty.com

Symposium begins at 8:45 am

with a welcome from ASBPE President, Warren Hersch.

Networking breaks between each session are 15 minutes.

4–5 pm

Organizing print and online B2B editorial teams

What you'll learn

- The new job description.
- How to allocate staff to meet content requirements for print and online.
- Streamlining workflow: The new editorial process.
- How to maintain high editorial standards and quality with fewer resources.
- When should you outsource work?
- How can an editor do more with less?
- The very small staff.

Speakers

Eric Knorr,

InfoWorld

Mary Slepicka,

Advanstar's

Powersport Group

Steve Towns,

Government

Technology

Symposium essentials

- **Registration fee.** Includes Digital Azbee luncheon: \$295, members; \$395 nonmembers. *Note:* The Azbee Awards Luncheon is not sold separately.
- **Hotel.** Hyatt Regency San Francisco at the Airport. Rooms are \$149 a night for a single or a double. Call 650-347-1234 and ask for ASBPE rate. The hotel has a 24-hour business center and gym.

- **Transportation.** The hotel offers a complimentary shuttle to BART at the San Francisco Airport. It is located in Burlingame, Calif., on the San Francisco Bay between downtown San Francisco and Silicon Valley.
- **Closest airport.** San Francisco International Airport. Nearby Airports: Oakland and San Jose Airports.

About the speakers

Hinda Chalew

is vice president, marketing and interactive services at **Staffing Industry Analysts**, a research firm covering the contingent workforce industry.

Chalew is responsible for product marketing and management, overseeing three publications, including *Staffing Industry Report & Daily News*, *SI Review*, and *Contingent Workforce Strategies*. She has more than 20 years experience managing marketing for information, research, and high technology products and services.

Chalew also worked at Dataquest and Giga Information Group.



Tyler Davidson

is editorial director of **Meetings Media**, a division of Stamats Communications Inc.

The company's four primary print publications are *Meetings West*, *Meetings South*, *Meetings East* and *Meetings MidAmerica*. It's Web site, *MeetingsFocus.com*, integrates the content from its print publications and e-media effort with site selection tools and resources for meeting planners.

Before joining **Meetings Media** in 2000, Davidson worked as a destinations editor at *Travel Weekly* and *Travel Age West* magazines.



Jeff Freund

is founder and CEO of **Clickability**. Freund designed and deployed the first and only pure-play SaaS platform for the entire Web content lifecycle, from content creation to optimization. He launched the flagship **Clickability** platform in 2003, and his team's solutions served more than 200 million pages per month by end of 2007.

He oversaw the launch of **Clickability's** suite of publishing modules, which include an ad server, newsletter services, reports, polls and surveys, and search capabilities.



Eric Knorr

is editor-in-chief at **InfoWorld**. Knorr brings 20 years of technology journalism experience to the planning, development, and execution of content that serves the needs of enterprise IT managers. He is the former editor of *PC World* magazine, the creator of the best-selling *The PC Bible*, a founding editor of CNET, and a veteran of several dot-com follies.

A winner of the Neal Awards for journalistic excellence, he has written hundreds of articles on desktop and enterprise technology.



Harry McCracken

is editor of **Technologizer**, a site about personal technology which he founded last year.

PCMag.com called McCracken's site one of its favorite blogs, and TechRepublic named him the number one techie to follow on Twitter. He cofounded a conference on Twitter for business this year, the TWTRCON.

Before **Technologizer**, McCracken was vice president/editor-in-chief at *PCWorld*.

In 2008, he received a Neal award for his *PCWorld* editorials, and the Timothy White Award for editorial integrity.



Kelli Parker

leads a four-person community team for **SEGA of America**. She is responsible for creating and executing community and social media strategies to support the company's games.

Previously, Parker was the online community manager for *PCWorld.com* and *Macworld.com*. She set the community-building strategies, managed relationships with vendors, and interacted with the community members.

She also managed all member-created content on both sites, including blogs and blog comments, product reviews, and wiki knowledge base.



Fredric Paul

is publisher and editor-in-chief of **bMighty.com**. Paul has spent 25 years in print and online technology publishing, including editor-in-chief of *TechWeb.com*.

He was also vice president of content programming for *AllBusiness.com*, founding editor of CNET's *Builder.com*, and executive editor of CNET.com. He was editor-in-chief of *Electronic Entertainment* and has held senior editorial positions at *PC/Computing*, *PC World*, and *High Technology Business*.

Paul has also been a Web and e-business consultant for start-ups.



Mary Slepicka

is group content director for **Advanstar Communications Inc.'s Powersports Group**.

She developed and now leads a unified editorial and design team supporting two monthly magazines, four Web sites and six e-newsletter programs. Slepicka is a 23-year veteran of **Advanstar**, where she also led editorial teams in the telecommunications, environmental, and call center magazine groups. She's been with the **Powersports Group** since 2001.

Mary has been a working newspaper and/or magazine journalist since 1979.



Jim Sulecki

is director of eMedia, **Meister Media**. He is responsible for eMedia revenue and profitability for the company's 20 brand and custom Web sites, 12 branded e-newsletters, webinars, online video/audio. He also oversees the Web group. He works on sales, marketing, and editorial strategies, including search engine optimization. He has been a managing director and executive editor for **Meister Media**.

Sulecki was named "Innovator in Business Media: Online Executives" by *BtoB Media Business* earlier this year.



Steve Towns

is editor of **Government Technology**, a monthly B2B for agency managers and technology professionals in state and local government.

He directs a 12-person editorial team that produces *Government Technology's* Web site (*govtech.com*) and its sister publications, *Pubic CIO*, *Emergency Management*, and *Digital Communities*.

Towns has spent 15 years covering government and technology issues for regional and national publications.

Previously, he was editor of *Government Technology Reseller*.





Registration form

2009 ASBPE Digital Symposium & Digital Azbee Awards luncheon Hyatt Regency San Francisco at the Airport, November 6, 2009

Name _____ Job title _____

Publication name _____ Organization name _____

Address _____

City _____ State _____ Zip code _____

Phone _____ Fax _____ E-mail (required for correspondence) _____

Are you an ASBPE member? Yes No

I want to become a member to get registration discount.

An additional \$75 is included for regular membership; \$100 for affiliate (e.g., vendors) membership; \$50 for freelancers, in the total payment for my dues.

Symposium fees Member: \$295; Nonmember: \$395. Includes Azbee Awards luncheon; luncheon NOT sold separately. *Discount:* If 3 or more attend from the same publication, a 10% discount applies.

Payment information

Payment must accompany this form.

Payment for all registrants from one organization may be covered by a single check or credit card; however, registration forms must be submitted together.

Enclosed is my check payable to ASBPE for \$ _____

Please charge my: Visa MasterCard Amex for \$ _____

Card number _____ Exp. date _____

Cardholder signature: _____

Send this registration form to:

Holly Lundgren, ASBPE Digital Symposium, 214 N. Hale St., Wheaton, IL 60187

Phone 630-510-4588; Fax 630-510-4501; Email asbpe.info@asbpe.org; Web www.asbpe.org

Or

Register online at <http://www.asbpe.org/conf/reg200911/>

