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THE **Future**  
IS **NOW**

**ASBPE 2013  
National Editorial  
Conference**

**Chicago  
Friday, July 26**

*B2B Re-Imagined for the 21st Century*

[asbpe.org/2013](http://asbpe.org/2013)



# PROGRAM [asbpe.org/2013](http://asbpe.org/2013)



**Paul Conley** has three decades of experience in business and financial journalism, including stints at CNN, Primedia Business, Bloomberg

and Knight-Ridder Financial. The creator of The Conley Index, a trademarked measure of online editorial quality, Conley may be best known for his nine years as a consultant and blogger. His clients include New York Times Digital and Amazon, and Penton, IDG, Vance and Reed.



**Crystal Bedell** is the founder of Bedell Communications, an independent writing and editing firm.



**Jan Stafford** is executive editor for five application development sites at TechTarget, where she's been since 1983.



**Mark Fontecchio** is a news and site editor at TechTarget, where he's been since 2006.



**Steve Ross** is corporate editor of Broadband Communities. From 1985 until mid-2004, Ross taught full-time at Columbia University's Graduate School of Journalism. He now lectures at the Asian College of Journalism in Chennai (India), Harvard, the University of the West Indies, and elsewhere.

| 8:00-9:00 a.m. |

## Keynote: B2B Re-Imagined for the 21st Century

*Speaker: Paul Conley*

In 2008, Paul Conley last addressed the ASBPE National Conference, warning of a looming financial crisis among B2B publishers, the approach of a new era of cost-cutting and downsizing, and growing threats to journalism ethics. He urged B2B journalists to learn new-media skills on their own, rather than wait for their employers to train them. And he urged publishers to fire the folks who couldn't adjust. "I suspect that years from now we'll look back on the summer of 2008 as the time when the entire media profession entered a new era," he said back then. He was right, and the new era hasn't been pretty. Conley arrives at this Conference in the final week of a six-month effort to "re-boot" operations at CFO Publishing, where he's vice president for content and strategy.

| 9:15-10:00 a.m. |

## Magazine-of-the-Year and Website-of-the-Year Case Studies: How 'the Best' Are Doing It

Drawing on practical how-to lessons, editors representing finalists in the Azbees' top publication categories explain their keys to achieving editorial excellence across print, web and mobile platforms.

| 10:15-11:00 a.m. |

## Managing Contributors – While Staying Sane

*Panelists: Crystal Bedell, freelance B2b technology specialist; Mark Fontecchio, TechTarget news and site editor; Jan Stafford, TechTarget IT reporter and editor.*

- > Defining your publication's needs: What mix of journalists and experts is best? What's the contributor's role in regular sections?
- > Finding the right contributors: Best practices for using social media, searching in-person, getting referrals, etc.
- > Making that first contact: Tips for tailoring an attractive pitch, closing, and collaborating on first assignments
- > Contributor continuity: Maintaining strong relationships, and keeping your recruiting process healthy

## | 11:15 a.m.-Noon | Inside the Numbers: Making Sense of Complex Systems

*Speaker: Steve Ross, corporate editor of Broadband Communities, [www.bbcmag.com](http://www.bbcmag.com)*

- > Statistical methods: Unlike economists, who tend to use – and misuse – statistical methods to explain how the world works, interdisciplinary complex systems experts try to model the mathematical interrelationships between seemingly disparate happenings. In the past few years, experts have correctly predicted the Arab Spring by looking at food prices, bursting of the oil bubble, and even predicted that yields on Japanese and U.S. bonds would decline despite credit downgrades.
- > Finding and vetting experts: While experts usually are top-drawer academics, complex system studies are usually not peer-reviewed and often are commissioned by suspect trade associations and government agencies. Here's how to locate good experts, and put them to use for readers.

**Live nearby or traveling to Chicago early?** Join the ASBPE Chicago Chapter on July 25 from 6-9 p.m. at Grotto for the Midwest-South Regional Azbee Awards banquet. *(Separate registration required.)*

| Noon-1:30 p.m. |

## Don't Get Sued: Copyright Law in the Digital Age

*Speaker: Evan Brown, senior counsel, InfoLawGroup LLP*

- > What has the digital world changed?
- > Who owns online content?
- > Best practices for digital licensing
- > Special issues relating to user-generated content

## | Roundtable Discussions During Lunch |

- > Raising brand awareness
- > Technology tools for B2B journalists
- > Event planning
- > Time management
- > Print vs. digital: achieving optimal balance
- > Best practices for the editor-designer relationship

## | 1:45-2:45 p.m. | Producing Video that People Will Actually Watch

*Speaker: Tom Worobec, managing editor and anchor, Automotive News TV*

- > The story of Automotive News TV: Its evolution, and the need for it
- > Its philosophy, and the knowledge, equipment, time and staff needed to produce and upload its online videos
- > Transforming willing veteran print journalists into part-time broadcasters
- > Results of a finely honed system

## | 3:00-4:00 p.m. | Getting Engaged: When to Say 'I Do' or 'I Don't' to Social Media

*Panelists: Jessica Zemler, e-media editor, and Brendan Howard, business and team channel director, both with Advanstar Communications' veterinary group*

- > How to get your posts and tweets seen, shared and liked
- > How to use social media tools to increase efficiency and track success
- > Why it's important to create a social media calendar
- > How to create a social media toolkit offering free posts and tweets that readers can use on their business pages
- > Best practices for using Facebook, Twitter and Pinterest

| 6:00-6:45 p.m. |

Please join us for a reception prior to the awards dinner at the Grotto.

| 6:45-9:00 p.m. |

## Azbee Awards of Excellence Banquet

- > Lifetime Achievement Award Winner: Julia Homer, founding editor of *CFO* magazine and former Executive Vice President and Chief Content Officer, CFO Publishing Corp.
- > The best B2B editorial and design for print magazines, newsletters and digital publications
- > The 10th Annual Stephen Barr Award

**Evan Brown** is senior counsel with InfoLawGroup LLP in Chicago and helps businesses and individuals understand, protect and enforce their interests in the digital context. He writes the Internet Cases blog, which was named one of the Top 100 Law Blogs by the American Bar Association in 2011.



**Tom Worobec** is the managing editor and afternoon news anchor of Detroit-based Automotive News TV. He spent more than a decade in television news before moving into the corporate world. Tom joined Crain Communications Inc. to manage the company's corporate communications and recently joined Automotive News full time.



**Brendan Howard** is the business and team channel director for Advanstar Veterinary's magazines, website, iPad app and trade shows. He has written for and edited consumer and trade publications for 13 years. He prefers Google+ to Facebook, Facebook to Twitter, and Twitter to Pinterest.



**Jessica Zemler** joined Advanstar in 2004 and is currently the editor of dvm360 for iPad and dvm360.com, which has won three Jesse H. Neal Awards, the 2012 ASBPE Silver Award for Best Use of Social Media, and the 2011 ASBPE Website of the Year Award. Jessica was honored as an ASBPE Young Leaders Scholar in 2009.



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(630) 510-4588 • [asbpe.org](http://asbpe.org)

## ASBPE National Conference Friday, July 26, 2013

Grotto, 3011 Butterfield Road  
Oak Brook, Ill.

Register *today* at [asbpe.org/2013](http://asbpe.org/2013)

Sponsored by: 

### CONFERENCE DETAILS

#### Cost of Conference & Azbee Awards Banquet\*

	Members	Non-members
<b>BEFORE July 5th:</b>	<b>\$255</b>	<b>\$295</b>
<b>AFTER July 5th:</b>	<b>\$355</b>	<b>\$395</b>

\*If 3+ attend from the same company, a 10% discount applies.

#### Cost of National Azbee Awards Banquet Only\*\*

	Members	Non-members
<b>RSVP by July 22nd:</b>	<b>\$140</b>	<b>\$165</b>

\*\*For table of 10, total cost is \$630. For 5+, a 10% discount applies.

Become an ASBPE member to SAVE! Go to: [asbpe.org/join](http://asbpe.org/join)

#### Hotel Reservations

**Hyatt Place Chicago Lombard**, 2340 Fountain Square Dr.,  
Lombard, Ill. (Across the street from Grotto; shuttle provided)

Visit [HyattPlaceLombard.com](http://HyattPlaceLombard.com) and click "Offer and Gift Certificate."  
In the "Corporate/Group#" field, enter group code "G-ASBP".  
Or call 888-HYATT-HP and reference the American Society of  
Business Publication Editors. (Group block availability will end July 5.)

#### ASBPE's 2013 Lifetime Achievement Award Winner



*Julia Homer* created the editorial and design concepts in 1985 for a startup magazine called *CFO*, just as corporate finance executives were starting to become vital drivers of American

business. The Mount Holyoke College graduate dedicated herself to merging solid B2B reporting with the production standards of general-circulation powerhouses like *Fortune* and *Forbes*, drawing exceptional talent to *CFO*'s Boston and New York offices. After *CFO*'s 1989 purchase by The Economist Group, she made *CFO* into a global brand by helping launch *CFO Europe*, *CFO Asia*, and *CFO China*. Among her many innovations, Ms. Homer launched the now widely-cited *CFO/Duke Global Business Outlook Survey*. By the time she left *CFO Publishing* as Executive Vice President, not only was her magazine "must" reading for nearly a half-million finance chiefs, but it was the flagship of a powerful global brand.