

# QUICK GUIDE TO NENPA 2010 PROGRAMS & EVENTS

## FRIDAY FEBRUARY 5 2010 | TRADE SHOW 10 AM TO 5 PM IMPERIAL AND PLAZA BALLROOMS

TIMES	NEWSROOM	DESIGN	MANAGEMENT	MANAGEMENT	ADVERTISING	MULTIMEDIA	
9 TO 9:30 AM 9:30 AM	▶ CONTINENTAL BREAKFAST ▶ OPENING KEYNOTE SESSION: "THE MEDIA IN 2015" • PRESENTER: Anthony Casale, CEO, American Opinion Research						
10:45 am 12 pm	Inviting Readership Through Headlines	Coaching Ethics When the Stakes are High	Reporting: Blogging & the Media ... From Full-time to Freelance	The Growing Power of Online Panels	Downsizing Your Paper Size	Online Marketplace ... Outselling Your Conditions	Visual Journalism for Reporters
10 AM TO 5 PM	▶ TRADE SHOW AND NEWSPAPER DISPLAYS: IMPERIAL AND PLAZA BALLROOMS						
2:15 pm 3:30 pm	Finding Fresh Angles on the Economy in Your Own Backyard	When Good Pictures Go Bad	Fighting For Access	The Free v. Paid Online Content Debate	Journalism – The Non-profit Option	Newspaper Business Development Opportunities ... Managing Sales for Success	How to Make Money on the Web
	▶ SPECIAL AFTERNOON BREAK FESTIVITIES IN THE TRADE SHOW AREA						
3:45 pm 5 pm	Finding Fresh Angles on the Economy in Your Own Backyard <b>CONTINUED</b>	Making Good Decisions for News Coverage	Investigative Reporting ... Writing for the Web	Charging for Content: The Tiered Membership Model	<b>VISIT THE TRADE SHOW</b>	Managing Sales for Success <b>CONTINUED</b>	Mobile Media ... Managing Change
5 TO 6 PM 6 TO 7 PM	▶ TRADE SHOW RECEPTION: PLAZA BALLROOM — MEET THE VENDORS ▶ HALL OF FAME RECEPTION: PLAZA BALLROOM						

## SATURDAY FEBRUARY 6 2010 | TRADE SHOW 9 AM TO 3 PM IMPERIAL AND PLAZA BALLROOMS

TIMES	NEWSROOM	DESIGN	MANAGEMENT	MANAGEMENT	ADVERTISING	MULTIMEDIA	
8 AM	▶ ANNUAL MEETING: IMPERIAL BALLROOM						
9 am 10:30 am	Local Government Reporting	<b>VISIT THE TRADE SHOW</b>	News Design and Newsstand Sales	NENPA Now	Outsourcing	The Top 5 Web Site Money-Maker Tips	Audio Gathering and Editing
10 AM TO 5 PM	▶ TRADE SHOW AND NEWSPAPER DISPLAYS: IMPERIAL AND PLAZA BALLROOMS						
10:45 am 12 pm	Internet and Media Law	Too Many Sports, Not Enough Staff, a Lousy Deadline: What Do You Do?	News Design and Newsstand Sales <b>CONTINUED</b>	What IS the State of the Newspaper Industry? ... Benchmark Your Media Site: Revenue and Share	The Relationship Between Community Journalism and the Public in the Digital Age – Striking a Balance Between Control and Open Access	Case Study from Ad Agency Building Business with Newspapers	Video Gathering and Editing <b>CONTINUED</b>
10 AM TO 5 PM	▶ TRADE SHOW AND NEWSPAPER DISPLAYS: IMPERIAL AND PLAZA BALLROOMS						
2:15 pm 3:30 pm	New Media: No Time to Keep Score ... Editing for Online	What Works, What Doesn't: Critiquing Stories Submitted by Seminar Participants ... Libel: How to Stay Out of Court	Effective Web Site Design	Developing a Social Networking Site in Your Market – Insights from Social Networking Best Practices	<b>VISIT THE TRADE SHOW</b>	Event Management as a New Revenue Stream ... How Can Newspapers Work with TJX	Working in a Multimedia Newsroom
	▶ SPECIAL AFTERNOON BREAK FESTIVITIES IN THE TRADE SHOW AREA						
3:45 pm 5 pm	<b>ROUNDTABLES: EDITORS, REPORTERS, SPORTS WRITERS</b>	<b>ROUNDTABLES: EDITORS, REPORTERS, SPORTS WRITERS</b>	<b>VIEW THE NEWSPAPER DISPLAYS</b>	<b>VISIT THE TRADE SHOW</b>	<b>VIEW THE NEWSPAPER DISPLAYS</b>	Show Me The Money: Mobile & Social Networking	<b>PHOTOGRAPHY ROUNDTABLE</b>
6 TO 10 PM	▶ BETTER NEWSPAPER RECEPTION AND AWARDS BANQUET: IMPERIAL BALLROOM						