



SUMMIT

Two Days of Audience Engagement, Revenue Opportunities, and the Blues

Day One – Monday, June 12

Welcome to Our Blues Festival in St. Louis

9:00 AM - 9:10 AM

Second Street's 2017 Summit is focused on driving audience engagement and increasing your revenue opportunities all while being tied to the history of iconic St. Louis blues music.

Audience Engagement – The Fundamental Melody for Local Media

9:10 AM - 9:30 AM

Welcome Keynote by Matt Coen, co-founder of Second Street

The Sound of Digital Revenue Lies Beyond the Banner

9:30 AM - 10:15 AM

Digital display won't be enough to support the media company of the future, but engagement campaigns centered around promotions and interactive content deliver the measurable results your advertisers want to invest in and the profits your company is striving for. Learn how you can offer scalable solutions that meet your advertisers' needs.

Behind the Music – KY3 in Springfield, MO

10:15 AM - 10:30 AM

A Q&A and short documentary of an award-winning station leveraging promotions, interactive content, email, and targeting to see station-wide success and success for their advertisers. Afterwards, experts from KY3 – including Kent Oglesby, New Media Development Manager – will join the stage to answer your questions.

BREAK

10:30 AM - 10:45 AM

Amplify All Your Revenue Streams with a Strong Consumer Database

10:45 AM - 11:30 AM

The future of media is all about diversifying revenue streams. Today's media companies are finding success through events, native, promotions, video, programmatic, niche content, direct marketing, paid content, and more. The core of all this success comes from a strong email database. Jed Williams, Chief Innovation Officer at the Local Media Association, will be leading a panel.

The 12 Million Dollar Hit Machine – GateHouse Media

11:30 AM - 12:15 PM

Keynote by Kirk Davis, CEO of GateHouse Media. Discover how their company grew revenue by 5x and email database by 80% over the course of just one year with promotions and interactive content. Plus, find out how they're planning for even more success in the coming year.

Jam with the Legends – A Networking Lunch with Second Street Award Winners

12:15 PM - 1:30 PM

Join your award-winning peers for lunch to brainstorm new ideas you can use when you get back home.

Now We're Ready to Lay Down Some Tracks

1:30 PM - 5:00 PM

Take part in our four unique learning tracks designed specifically for you role at your company. Stick with one track or feel free to sample any specific sessions most relevant to you.

Breakouts

1:30 PM - 2:10 PM	Corporate: Understanding the Power of a Corporate Strategy and Creating a Plan to Grow at Scale	Sales: How to Sell Sponsored Engagement Campaigns that Drive Revenue and Engagement	Marketing: Understanding the Power of Your Database and Creating a Plan to Grow it
2:15 PM - 3:00 PM	Corporate: Your Path to Success: How to use a top down strategy with engagement campaigns to grow and diversify revenue	Sales: How to Sell Advertiser Results	Marketing: How to Create Killer Engagement Campaigns and Emails that WORK
3:00 PM - 3:15 PM	BREAK	BREAK	BREAK
3:15 PM - 3:55 PM	Corporate: Roundtable Discussion	Sales: How to Build and Empower your Team to Drive Success	Content: Using Engagement Campaigns to Complement and Enhance other Content
4:00 PM - 5:00 PM	Content: Creating Original Content from your Engagement Campaign Data	Sales: Sales Workshop - Bring Your Favorite Ideas and Advertisers to Brainstorm	Marketing: How to Market your Engagement Campaigns for Maximum Results



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Second Street Blues Festival

5:00 PM - 8:00 PM

Monday night, get your groove on with Second Street at our office as we celebrate the blues and the great music inspired by it. Plus, get another opportunity to network with your peers.

Day Two – Tuesday, June 13

[Optional] Muddy Waters Run/Walk

7:00 AM - 8:00 AM

Wake up early and join your peers for our optional morning jog to see the Gateway Arch and the iconic “muddy” Mississippi River. We’ll feature an A-side “shorter loop” for casual runners/walkers and a B-side “longer loop” for those looking for a bit more of a challenge.

Welcome Back, Baby

9:00 AM - 9:10 AM

A short review of Day One’s chart toppers, big takeaways, and best moments

Master the Blues, and You’re Ready to Rock ‘n’ Roll – The Product Talk

9:10 AM - 9:50 AM

Keynote by Doug Villhard, co-founder of Second Street. Listen to what’s playable now, and preview the next release of the Second Street Engagement Platform.

Ballots – The (B.B.) King of Audience Engagement

9:50 AM - 10:15 AM

Discover what makes ballots “the king” of revenue generation and audience engagement. Find out how to get in on the action and leverage your new tools.

Behind the Music – Forsyth County News in Cumming, GA

10:15 AM - 10:30 AM

A Q&A and short documentary of an award-winning newspaper utilizing ballots to drive significant revenue year after year. Afterwards, experts from Forsyth County News – including Vince Johnson, Publisher – will join the stage to answer your questions.

BREAK

10:30 AM - 10:45 AM

Extended Cut – How to Get Even More Revenue Out of Your Email Database

10:45 AM - 11:25 AM

Join Emily Thousand, Jeff Miller, Conan Gallaty and Tim d’Avis to discover how to generate revenue from newsletters, birthday campaigns and direct marketing.

Behind the Music – WKDZ-FM in Cadiz, KY

11:25 AM - 11:40 AM

A Q&A and short documentary of a station who took inspiration from the first Summit to implement a station-wide strategy leading to more than a 3x increase in engagement revenue over the last three years. After the documentary, experts from WKDZ-FM – including Beth Mann, President – will join the stage to answer your questions.

Time to “Take it Home” – The Biggest Hits from the Summit

11:40 AM - 11:50 AM

Join us for an interactive jam-session to share the biggest takeaways from the Summit, share ideas from your peers, and set a strategy for going home and putting a plan in action.

The Final Note

11:50 AM - 12:00 PM

Concluding Keynote by Matt Coen, co-founder of Second Street

[Optional] Bonus Tracks

Staying in town a little longer? Join us this afternoon for an additional chance to collaborate with your team, colleagues, or the Second Street team. We’ll offer a variety of roundtables exploring key topics as well as easily executable ideas, space for you to meet with your team, and the Second Street Team will be available for success, and technical consultations.