



### YOU START HERE!

Past participants of the National Newspaper Association Convention & Trade Show say they easily recoup the cost of attending with the new ideas they take home and they say their time is well spent because they return energized and inspired.

For only \$435 and three days out of the office, see how you will benefit from the innovation, education and camaraderie you will experience this October in Tulsa!

### INNOVATION STARTS HERE

#### Thursday

• **Solutions Start Here!** Exhibitors showcase real-life examples of their products benefiting a member newspaper. It's Great Ideas from our suppliers.

#### Saturday

- **Great Idea Exchange.** The perennial favorite is scheduled early (9:45a) so you learn the fabulous successes and duplicate them. Yes, do try these at home! *Sponsored by Metro Creative Graphics Inc.*
- **Workshops.** We'll go deep in these sessions that explore key topics including video use, circulation best practices and community engagement.

### EDUCATION STARTS HERE

#### Thursday

- **Libel Insurance Workshop.** Learn how to avoid lawsuits and qualify for a 5 percent discount off a Waltery libel insurance policy. *Sponsored by Waltery Insurance Brokers.*
- **Bonus Session!** Award-winning photo-journalist Bill Frakes will share his story through photos and commentary.

#### Friday

- **Management.** Keynote Jason Taylor of GateHouse Media and GateHouse Live brings his high energy as he shares his innovative approaches to newspaper management.
- **Video Use 101.** Mike Strain of the Tulsa World, will describe the whys and hows.
- **Community Engagement.** Jason Taylor will go in-depth on identifying, designing and implementing events that make a difference.
- **Circulation.** John Murray of News Media Alliance will help you get those numbers up.
- **HR.** Calvin Michael Moniz, J.D. of the University of Tulsa, will shine a light on hiring and retaining millennials.

- **Social Media.** John Winn Miller, Friends-2Follow, will predict what newspaper social media will look like in two years.
- **Mobile Solutions.** Lee Little, Bar-Z Mobile Development, will focus on the changing mobile landscape and opportunities for publishers to generate new digital revenue.

### CONNECTING STARTS HERE

#### Thursday

- **Ice Cream Social.** Extra scoops for everyone!
- **Welcome Reception.** Food, friends, prizes and best of all our exhibitors. What a great combination.

#### Friday

- **Awards Breakfast and Flag Ceremony.** We will recognize the winners of our newspaper contests. *Sponsored by Interlink.*
- **Lunch with Exhibitors.** Eat, talk, meet, greet. *Sponsored by Waltery Insurance Brokers.*
- **Extravaganza.** An evening at the Philbrook Museum of Art and Gardens, the former home of oilman Waite Phillips. Mark Thomas, executive director of the Oklahoma Press Association, will entertain with his vast collection of newspaper bloopers. *Sponsored in part by Quad/Graphics and The Newspaper Manager.*

#### Saturday

- **Closing Breakfast and Honoree Recognition.** NNA will bestow its highest personal honors to this year's recipients of the Amos and McKinney awards, plus the Daniel M. Phillips Leadership Award.

### REGISTRATION STARTS HERE

Convention home page: [www.nna.org/convention](http://www.nna.org/convention)  
 Registration: <https://nna.formstack.com/forms/nnaconvention2017>  
 Full Convention Registration = \$435 through Sept. 16, 2017

### EXHIBITING AND SPONSORING STARTS HERE

Suppliers, we can't do it without you! Sign on early to secure the best booth location and/or most appropriate sponsorship opportunity. Wendy MacDonald will explain everything and would love to customize a sponsorship package. She awaits your call! 913-461-3721 or [wendy@nna.org](mailto:wendy@nna.org)



IMAGE COURTESY OF HYATT

The National Newspaper Association's 131st Convention & Trade Show will be Oct. 5-7, 2017 at the Hyatt Regency Tulsa in downtown Tulsa, OK.



IMAGE COURTESY OF TULSA CONVENTION BUREAU

Downtown Tulsa is home to the Brady Arts District, wall murals and sculptures, including this one in Cyrus Avery Centennial Plaza, a 5-minute walk from the host hotel.

More **information on the next page**

