

Agenda for the NNA Convention, Tulsa, OK, October 5 – 7, 2017

Innovation Starts Here

Thursday, October 5

8:00 a.m. – 5:00 p.m.	Registration Desk Open	1 st Floor Foyer
12:30 – 1:30 p.m.	Libel Insurance Workshop - Waltery	Executive
2:00 – 4:00 p.m.	Ice Cream Social in Exhibit Hall	Tulsa Ballroom N & C
2:30 – 3:30 p.m.	NNAF Board Meeting	Promenade A
3:30 – 4:45 p.m.	Solutions Start Here – Exhibitor Great Ideas A must-attend session! Win \$100 CASH! Rapid fire solutions that are proven to work.	Tulsa Ballroom N & C
5:30 – 7:30 p.m.	Exhibitor's Opening Reception & Trade Show Ribbon-Cutting Ceremony	Tulsa Ballroom

Friday, October 6

8:00 – 5:00 p.m.	Registration Open	1 st Floor Foyer
7:15 a.m.	Flag Carrier Staging	1 st Floor Foyer Back
7:30 – 9:30 a.m.	Opening Breakfast & Flag Ceremony; Color Guard Keynote: Jason Taylor (8:15 – 9:00 a.m.) BNC/NIE Awards (9:00 – 9:30 a.m.)	Tulsa Ballroom N & C
9:30 – 10:30 a.m.	Coffee Break in Trade Show Area	Tulsa Ballroom S
9:30 – 3:30 p.m.	Trade Show Open	Tulsa Ballroom S
10:30 – 11:30 a.m.	Maximizing Your Video Resources & Revenue The Infinity Newsroom Driving Readers with Page Design Strategies to Boost Advertising Sales via Print and Digital Hot Topics: Roundtable Discussion with Answers	Tulsa Ballroom N & C Diplomat Director's Row I Director's Row II Director's Row III
11:30 – 1:45 p.m.	Lunch in with Exhibitors in Trade Show Area	Tulsa Ballroom
1:45 – 2:30 p.m.	In Pursuit of a Sustainable Business Model: 2017 Audience Strategies	Tulsa Ballroom N & C
	Top Do's & Don't's for Buying/Selling Community Newspapers	Diplomat
	How to Choose the Right Digital Profitable Products	Director's Row III
	Successful Strategies to Turn Smartphone Use into Revenue	Director's Row IV
2:00 – 3:30 p.m.	Why Classifieds Could Be the Next Big Thing	Director's Row I
2:30 – 3:30 p.m.	Postal Committee & Government Relations Committee	Executive
3:30 – 4:30 p.m.	Break in the Trade Show	Tulsa Ballroom S
	Social Media's Impact on the Future of Newspapers	Tulsa Ballroom N & C
	USPS: Newspaper Forward Thinking	Diplomat
	Writing Amazing Sales Emails	Director's Row II
	Successful Strategies to Turn Smartphone Use into Revenue	Director's Row IV
5:30- 5:45 p.m.	Mind your Niches!	Director's Row I
6:00 – 10:00 p.m.	Meet in Lobby for Transportation	2nd Street Entrance
	Extravaganza: String Quartet/Gardens/Museum Bloopers Show/Christmas shop in the gift store!	The Philbrook Mansion

Saturday, October 7

8:00 – 11:30 a.m.	Registration Open	1 st Floor Foyer
8:00 – 9:45 a.m.	Breakfast/Business Meeting/Gavel Pass Amos, McKinney & Phillips Awards	Tulsa Ballroom N & C
9:45 – 9:55 a.m.	Break/Meet & Greet Award Winners	
9:55 – 11:15 a.m.	Great Ideas Exchange	Tulsa Ballroom South
11:20 a.m. - NOON	Video How-To Workshop, Mike Strain Circulation Great Idea Workshop Community Event Great Idea Workshop, Peggy Scott	Promenade A Diplomat Executive
NOON	<i>Senior Expo</i> ADJOURN	