



2020 Winter Convention  
AGENDA  
February 26-28, 2020  
Raleigh Marriott Crabtree Valley

**WEDNESDAY**

- 4:00 NCPA/NCPS Networking session.
- 6:00 p.m. NC Supreme Court Dinner  
(Board of Directors, students and invited guests)

**THURSDAY**

- 7:30 a.m. Registration/Sponsor setup
- 8:30 a.m. Breakfast Buffet
- 9:00 - 12:00  
**Vendor roundtables/showcase.**  
**Member service discussion with members and NCPA/S staff.**

12:30 - 2:00 Advertising Awards Luncheon  
**Highlight of best ideas/best in show from 2019 awards. Winners to discuss the results of these top campaigns. Get tips on how you can bring them back to your market and start selling.**

2 – 4:15 BREAKOUTS

Reporters/Editors/Publishers

Sales Reps/Ad Managers

<p><u>Session 1</u> 1:00 - 3:00 <b>Political Reporting</b> All signs point to NC being one of the most contested battle ground states of the 2020 election. How are you going to cover it? What are the top issues important to voters across the state? Integrity and security of elections, fact checking, access to voting records, voting impediments, tips and resources for reporting...we'll cover all that and more.</p> <p><b>Panel members:</b> <b>Rachel Glickhouse, ProPublica - Electionland project</b> <b>Frank Taylor, Carolina Public Press</b> <b>Will Doran, News &amp; Observer</b> <b>Amanda Martin &amp; Mike Tadych, SMVT</b> <b>Moderator: Ryan Thornburg, director of the Reese News Lab</b></p>	<p><u>Session 1</u> 2:00 3:00 <b>Habits of Super-Star Media Sales Executives: Ryan Dohrn, founder of media sales training firm Brain Swell Media.</b> How to sell more to frazzled advertisers. Here you will find tips on how to reduce risk for the client, how to prospect with ease, how to help new clients through the ad creation process, ways to educate them before they buy, and what to say to get them 100% on board. Ryan has worked with over 3,000 ad sales people and has narrowed down the success habits of the sales super stars he has met. You will want to replicate these success habits today! Plus, learn why randomness kills your day and your sales goals.</p>
<p><u>Session 2</u> 3:15 - 4:15 <b>Business Reporting</b> This session will cover the top business stories for NC in 2020. Hear CEOs and leaders from around</p>	<p><u>Session 2</u> 3:15 - 4:15 <b>NEW BUSINESS DEVELOPMENT SECRETS!</b></p>

the state, driving innovation, jobs and opportunities, discuss how we move forward together. These influential leaders will provide insight on what's to come in 2020 and beyond...the challenges, needs and key issues to keep your readers informed and engaged.

**Panel**

***Healthcare***

**Donald Gintzig, CEO WakeMed**

***Real Estate Development***

**Amanda Hoyle, Regional Director.**

**Metrostudy Inc.**

***Financial***

**Kari Stoltz, Triangle Market President.**

**Bank of America**

***Infrastructure***

**TBD. NC Department of  
Transportation.**

***Economic Development***

**TBD**

**Moderator: Sougata Mukherjee,  
Editor-in-Chief Triangle Business  
Journal**

**Ryan Dohrn, founder of media sales training firm Brain Swell Media.**

Create and Execute Your Top 20 HOT LIST! This workshop is all about new business development. Learn proven and tested sales strategies to secure more meetings with the right people so you grow your bottom line NOW! Pump up your sales calls/meeting numbers by 25-35% in the next 30 days! Prospecting in today's anti-traditional media environment is tough! Ryan will show you how to prospect and handle no less than 20 new clients in the next 30 days.

He will dig deep and explain why most clients will not agree to meet you. Then he will share the exact prospecting templates he uses in his emails and voice mails to grab the clients' attention and convert into a meeting. Plus, you will learn how to take 10 of your top 20 and create a simple marketing plan to entice them into paying attention to you and your media!

---

**THURSDAY EVENING**

4:30. NCPA Reception open to all attendees. Sponsored Host Bar.

6:00. Awards Ceremony

8:30 After Hours networking

---

**FRIDAY MORNING**

9:00 a.m. Breakfast Buffet

9:00 – 11:00 NCPA/NCPS Board of Directors Meeting

11:00 a.m. Annual Business Meeting  
NCPA/NCPS overview  
Election of officers of NCPA/NCPS  
Breakout meetings of the associated dailies and association of communities.

12:00 North Carolina Press Foundation Board of Directors meeting