

AGENDA

3-DAY SYMPOSIUM



7TH
Mather Economics
Symposium
SUBSCRIBER LIFECYCLE MANAGEMENT

THURS. MAY 6 < DAY 1

Cultivating a Data-Driven, Audience-Centric Media Enterprise

1:00 p.m. Welcome Matt Lindsay, President, Mather Economics
(New York time) Moderator Nicki Purcell, President, Insite

1:10 p.m. **Keynote**

Tony Hunter, Chairman & CEO, McClatchy



1:50 p.m. **Interview**

Pete Doucette, CRO, The Philadelphia Inquirer
Arvid Tchivzhel, Managing Director, Mather Economics



2:20 p.m. **Panel Discussion and Q&A**

Paul Vervilt, COO, Mediahuis
Dustin Tetley, Managing Director, Mather Economics



3:05 p.m. **Digital Transformation Dialogue**

Juan Pardinás, Editor in Chief, Reforma



3:25 p.m. **Spotlight on Magazines**

Laurie Truitt, VP Consumer Growth, TIME



3:55 p.m. Recap and Close

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[AGENDA DAY 2 >](#)

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FRI. MAY 7 < DAY 2

Innovation Day: Thought Leadership and Partnership

11:00 a.m. Welcome and Recap
(New York time) Matt Lindsay, President, Mather Economics

11:10 a.m. **Keynote**
Mayur Gupta, CMO, Gannett/USA Today

GANNETT



11:55 a.m. **Case Study** *Benchmarking data-driven success*
Tim Franklin, Sr. Associate Dean, Medill School of Journalism, Northwestern University
Edward Malthouse, Director of Research, Spiegel Initiative, Northwestern University
Shannan Bowen, Director of Product Engagement, McClatchy

Northwestern | MEDILL



12:20 p.m. To be Announced

12:55 p.m. **Credit card transaction fee savings**
Aaron Kotarek, SVP Audience & Operations
Honolulu Star-Advertiser
Sammy Papert, Media Ambassador, Menio Global

Star Advertiser



1:25 p.m. **Industry Spotlight**
To be Announced

1:55 p.m. Recap and Close

AGENDA DAY 3 >

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MON. MAY 10 < DAY 3

Mapping the Future of Subscription Strategy and Tactics

11:00 a.m. Welcome and Recap
(New York time) Matt Lindsay, President, Mather Economics

11:10 a.m. **Keynote**
Ben Monnie, Director Global Partnerships
Google News Initiative


News Initiative

11:50 a.m. **Presentation**
Selma Stern, SVP Consumer Subscriptions, Insider

BUSINESS INSIDER

12:20 p.m. **Interview** *Reshaping Print Analytics*
Pat Leader, Director of Audience, The Spokeman Review
Gary Lavariere, Director of Audience, The Berkshire Eagle
Matthew Lulay, Managing Director, Mather Economics

 THE SPOKESMAN-REVIEW
 THE BERKSHIRE EAGLE

12:50 p.m. **Publishers Panel**
Debby Krenek, Publisher, Newsday
Alan Fisco, President, Seattle Times




1:25 p.m. **Spotlight on Wine**
Jim Moroney, Owner, SixMile Bridge Winery
Publisher/CEO, Dallas Morning News

SIXMILEBRIDGE

1:55 p.m. Conference Recap

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