

# AGENDA

## 3-DAY SYMPOSIUM



7<sup>TH</sup>  
**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. **Presentation**  
Pete Doucette, CRO, The Philadelphia Inquirer

The Philadelphia Inquirer

2:20 p.m. **Discussion**  
Paul Vervilt, COO, Mediahuis  
Dustin Tetley, Managing Director, Mather Economics



2:50 p.m. **Digital Transformation Dialogue**  
Juan Pardinás, Editor in Chief, Reforma  
Arvid Tchivzhel, Managing Director, Mather Economics



3:25 p.m. **Spotlight on Magazines**  
*"The path to subscription: Nurturing the potential subscriber"*  
Laurie Truitt, VP Consumer Growth, TIME

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. **Medill Subscriber Engagement Index Presentation & Demo**  
Tim Franklin, Sr. Associate Dean, Medill School of Journalism  
Edward Malthouse, Director of Research, Spiegel Institute

Northwestern | MEDILL

**Case Study**  
Shannan Bowen, Director of Product Engagement, McClatchy



12:20 p.m. To be Announced

12:55 p.m. **Presentations**  
Aaron Kotarek, SVP Audience & Operations Honolulu Star-Advertiser  
*"How media companies can save 50%+ on credit card fees"*  
Sammy Papert, Media Ambassador, Menio Global



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

1:55 p.m. Recap and Close

AGENDA DAY 3 >

# AGENDA

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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**  
*Reader Revenue Playbook*  
Ben Monnie, Director Global Partnerships  
Google News Initiative


  
News Initiative

11:50 a.m. **Presentation**  
*“How integrating teams has helped drive significantly more subscriptions, revenue”*  
Selma Stern, SVP Consumer Subscriptions, Insider

BUSINESS INSIDER

12:20 p.m. **Interview: Reshaping Print Analytics**  
Pat Leader, Director of Audience, The Spokesman 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 and Q&A**  
Debby Krenek, Publisher, Newsday  
Alan Fisco, President, Seattle Times

  
The 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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