

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 Address: Tony Hunter, Chairman & CEO, McClatchy**
The New McClatchy: Translating Strategy to Action



1:50 p.m. **Presentation**
Pete Doucette, CRO, The Philadelphia Inquirer
Building a first-party data media company: The next big transformation

The Philadelphia Inquirer

2:15 p.m. Break

2:20 p.m. **Discussion**
Paul Vervilt, COO, Mediahuis
Dustin Tetley, Managing Director, Mather Economics
How Mediahuis' subscription engine drives pricing, retention, acquisition, and engagement success



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**
Laurie Truitt, VP Consumer Growth, TIME
The path to subscription: Nurturing the potential subscriber

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 Address: Mayur Gupta, Chief Marketing & Strategy Officer, Gannett/USA Today**
Gannett's subscription strategy: Operating at the intersection of brand and growth, purpose & profitability

GANNETT



11:55 a.m. **Medill Subscriber Engagement Index Presentation**
Tim Franklin, Sr. Associate Dean, Medill School of Journalism
Edward Malthouse, Director of Research, Spiegel Institute
Shannan Bowen, Director of Product Engagement, McClatchy
How the benchmarking tool would shape McClatchy's reader revenue strategy

Northwestern | MEDILL



12:15 p.m. Break

12:20 p.m. **Presentation**
Claire Overstall, SVP Customer, The Economist
Targeted products at the forefront of The Economist's subscription growth strategy

The Economist

12:55 p.m. **Presentations**
Aaron Kotarek, SVP Audience & Operations Honolulu Star-Advertiser
How Oahu Publishing saved \$1 million on credit card fees
Sammy Papert, Media Ambassador, Menio Global
How media companies can save 50%+ on credit card fees

Star Advertiser



1:25 p.m. **Industry Spotlight on Sports**
John Tierney, Senior Director of Ticketing, Major League Baseball (MLB)
Stages of the MLB Ticketholder Customer Lifecycle



1:55 p.m. Recap and Close

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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 Address: Ben Monnie, Director Global Partnerships, Google News Initiative**

Reader Revenue Playbook: What we learned from our Reader Revenue Labs Around the World


Google
News Initiative

11:50 a.m. **Presentation**

Selma Stern, SVP Consumer Subscriptions, Insider
Success factors for subscriptions and reader revenue

INSIDER

12:20 p.m. **Interview: Reshaping Print Analytics**

Pat Leader, Director of Audience, The Spokesman Review
Using data to maximize revenue and engagement while reducing frequency

 THE SPOKESMAN-REVIEW

Gary Lavariere, Director of Audience, The Berkshire Eagle

How we drove revenue in digital and print by reducing print frequency
Matthew Lulay, Managing Director, Mather Economics

The Berkshire Eagle

12:50 p.m. Break

12:55 p.m. **Publishers Panel and Q&A**

Debby Krenek, Publisher, Newsday
Specialty content has a bright subscriptions future at Newsday
Alan Fisco, President, Seattle Times
Full speed ahead: Revenue and engagement follow focused subscriber-first strategy

 Newsday

The Seattle Times

1:25 p.m. **Spotlight on Wine**

Jim Moroney, Owner, SixMile Bridge Winery and Publisher/CEO,
Dallas Morning News

News media and wine industry subscriptions: Like a fine wine, they become better with age, data strategy

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1:55 p.m. Conference Concludes

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