Wednesday » OCTOBER 7

9:30 AM	Registration Opens	Ballroom Foyer – Level 2
10:00 AM - 1:00 PM	Pre-Conference Tour - Mall of America*	Meet in Lobby
1:00 PM - 5:00 PM	Trade Show/General Assembly Set-up	Minnesota Valley Ballroom 1-3
2:00 PM - 5:00 PM	Leadership Certificate Program*	White Pelican Bay
5:00 PM - 6:00 PM	Rising Stars Orientation Meeting	Cardinal Perch
6:15 PM - 7:30 PM	Welcome Reception	Riverside (Lobby Level)
Evening:	*Enjoy Minneapolis!*	

** Optional sessions/events at an additional cost.*

Thursday » OCTOBER 8

6:00 AM	Nature Walk	
6:00 AM - 9:00 AM	Breakfast @ Blue Water Grill (TICKET PROVIDED)	
8:00 AM	Registration Open	Ballroom Foyer – Level 2
8:00 AM - 9:00 AM	Morning Coffee Open Roundtable	Minnesota Valley Ballroom 1-3
9:00 AM - 10:15 AM	Opening / **Keynote with Shannon Kinney**	Minnesota Valley Ballroom 4
10:30 AM - 12:00 PM	Coffee Break & Speed Networking	Ballroom Foyer – Level 2
12:00 PM - 1:00 PM	Recognition Lunch	Minnesota Valley Ballroom 1-3
1:00 PM - 2:00 PM	**Breakout Sessions:**	
	Sales: *Advanced AI Tactics for Sales*	White Pelican Bay
	Leadership: *Google AI Workshop*	Minnesota Valley Ballroom 4
	Editorial: *Photography - Fresh Eyes*	Blue Heron Colony
	Trade Show Open	Minnesota Valley Ballroom 1-3
2:00 PM - 3:00 PM	Coffee Break & Vendor Interaction Session	Minnesota Valley Ballroom 1-3
2:00 PM - 3:00 PM	Rising Stars Special Session	Cardinal Perch
3:00 PM - 4:00 PM	**Breakout Sessions:**	
	Sales: *Advertising Sales Professionals' Open Forum*	White Pelican Bay
	Leadership: *Not Your Grandfather's Best-Of —How Smart Publishers Are Monetizing Best-Of Verticals*	Minnesota Valley Ballroom 4
	Editorial: *Emotionally Engaged Community Journalism*	Blue Heron Colony
	Trade Show Open	Minnesota Valley Ballroom 1-3
4:00 PM - 5:00 PM	Idea Exchange	Minnesota Valley Ballroom 4
6:00 PM - 9:00 PM	Off Site Dinner & Activities*	

Friday » OCTOBER 9

6:00 AM	Nature Walk	
6:00 AM - 9:00 AM	Breakfast @ Blue Water Grill (TICKET PROVIDED)	
8:00 AM	Registration Open	Ballroom Foyer – Level 2
8:00 AM - 9:00 AM	Morning Coffee & USPS Roundtable	Minnesota Valley Ballroom 1-3
9:00 AM - 9:45 AM	**Keynote with Ryan Dohrn**	Minnesota Valley Ballroom 4
9:45 AM - 10:30 AM	Coffee & Vendor Interaction Session	Minnesota Valley Ballroom 1-3
10:30 AM - 11:30 AM	Breakout Sessions:	
	Sales: *Demystifying Digital: Simple Products, Smarter Sales, Stronger Revenue*	White Pelican Bay
	Leadership: *How to Find, Hire & Pay a Sales Rep*	Minnesota Valley Ballroom 4
	Editorial: *Effective Editing & AI Best Practices*	Blue Heron Colony
	Trade Show Open	Minnesota Valley Ballroom 1-3
11:30 PM - 12:30 PM	Recognition Lunch	Minnesota Valley Ballroom 1-3
12:30 PM - 1:30 PM	Breakout Sessions:	
	Sales: *Buyers have changed. Have you?*	White Pelican Bay
	Leadership: *AI Tools for Publishers*	Minnesota Valley Ballroom 4
	Editorial: *Rethinking Reporter Recruitment*	Blue Heron Colony Minnesota
	Trade Show Open	Valley Ballroom 1-3 Minnesota
1:30 PM - 2:30 PM	Keynote with Kenny Katzgrau	Valley Ballroom 4 Minnesota
2:30 PM - 3:30 PM	Open Forum Roundtable	Valley Ballroom 4 Minnesota
3:30 PM – 4:30 PM	Closing Cocktails & Remarks in the Trade Show	Valley Ballroom 1-3

SAVE THE DATES



LEADERSHIP RETREAT

ORLANDO - FEBRUARY 25-26

WESTGATE LAKES RESORT & SPA - ORLANDO, FLORIDA