



OCTOBER 7-9, 2026 • MINNEAPOLIS, MINNESOTA

PRELIMINARY SCHEDULE - SUBJECT TO CHANGE

Wednesday Schedule – 10/7/26

9:30 AM	Registration Opens
10 AM - 1 PM	Pre-Conference Tour - Mall of America*
1 PM - 5 PM	Trade Show/General Assembly Set-up
2 PM - 5 PM	Leadership Certificate Program - Influential Communications*
5 PM - 6 PM	Rising Stars Orientation Meeting
6:15 PM - 7:30 PM	Welcome Reception
Evening	Enjoy Minneapolis!

Thursday Schedule – 10/8/26

6 AM	Nature Walk
6 AM - 9 AM	Breakfast @ Blue Water Grill - Ticket Provided
8:00 AM	Registration Open
8 AM - 9 AM	Morning Coffee with January Spring
9 AM - 9:30 AM	Opening Ceremony
9:30 AM - 10:15 AM	Keynote - Shannon Kinney Driving Revenue AND Readership through Branded Content
10:30 AM - 12 PM	Coffee Break & Speed Networking
12 PM - 1 PM	Recognition Lunch
1 PM - 2 PM	<i>Breakout Sessions:</i> -Sales - TLI Class - Shannon Kinney - Advanced AI Tactics for Modern Sales -Leadership - Google AI Workshop -Editorial - David Schwarz - Photography - Fresh Eyes -Trade Show Open
2 PM - 3 PM	Coffee Break & Vendor Interaction Session
2 PM - 3 PM	Rising Stars Special Session
3 PM - 4 PM	<i>Breakout Sessions:</i> -TLI190 – Advertising Sales Professionals’ Open Forum -Leadership -Rob Golub - Emotionally Engaged Community Journalism -Trade Show Open
4 PM - 5 PM	Idea Exchange
6 PM - 9 PM	Off Site Dinner & Activities*

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



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Friday Schedule – 10/9/26

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| 6 AM | Nature Walk |
| 6 AM - 9 AM | Breakfast @ Blue Water Grill - Ticket Provided |
| 8:00 AM | Registration Open |
| 8 AM - 9 AM | Morning Coffee & USPS Roundtable |
| 9 AM - 9:45 AM | Keynote - The Trends Shaping Tomorrow's Print Media Industry - Ryan Dohrn |
| 9:45 AM - 10:30 AM | Coffee & Vendor Interaction Session |
| 10:30 AM - 11:30 AM | <i>Breakout Sessions:</i> <ul style="list-style-type: none">-Sales TLI317 - Demystifying Digital: Simple Products, Smarter Sales, Stronger Revenue - Ryan Dohrn-Leadership - Kenny Katzgrau - How to Find, Hire and Pay a Sales Rep in 2026-Editorial - Effective Editing & AI Best Practices - Lindsey Young-Trade Show Open |
| 11:30 PM - 12:30 PM | Recognition Lunch |
| 12:30 PM - 1:30 PM | <i>Breakout Sessions:</i> <ul style="list-style-type: none">-Sales - TLI318 - The Buyer Has Changed. Have You? Stop Selling One Way to Everyone - Ryan Dohrn-Leadership-Editorial - Rethinking Reporter Recruitment - Lindsey Young-Trade Show Open |
| 1:30 PM - 2:30 PM | Keynote - Kenny Katzgrau - Long Live Local News |
| 2:30 PM - 4 PM | Trade Show Activity, Prize Drawings, Closing Remarks & Cocktails |

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