

## Program Schedule

### Thursday, October 2

- All Day **Board of Directors/Presidents Council Arrivals and Check-in at the Westin Nova Scotian Hotel in Halifax**
- 6:00 p.m. **Board of Directors/Presidents Council (and spouses) Dinner**
- This group will meet in the lobby and enjoy the scenic South Shore of Nova Scotia, with dinner at Rhubarb by the Sea, OceanStone Inn and Cottages by the Sea.

### Friday, October 3

- 8:00 to 9:00 a.m. **Breakfast on your own in Elements Restaurant at the Westin**
- Breakfast is included in the room rate. Continental breakfast type items will be available at meeting time for those who wish to snooze a little longer.
- 8:00 a.m. to 8:00 p.m. **Conference Registration**
- All Day **General Arrivals and Check-in**
- Westin Nova Scotian Hotel, Halifax
- 9:00 a.m. to 5:00 p.m. **Board of Directors Meeting (Includes breakfast & lunch)**
- 6:00 p.m. to 8:00 p.m. **Welcome Dinner: A Taste of Nova Scotia Culinary Experience**

### Saturday, October 4

- 7:30 to 8:30 a.m. **Breakfast on your own in Elements Restaurant at the Westin**
- Breakfast is included in the room rate. Continental breakfast type items will be available at meeting time for those who wish to snooze a little longer.
- 8:00 a.m. **Luggage in the Lobby**
- Drop off your luggage in the lobby no later than 8:00 a.m. You'll see the signage indicating where to leave it.
- 8:30 to 10:00 a.m. **Keynote Speaker: Gross National Happiness**
- [Dr. Ron Colman](#)
- We may feel that we hold the equivalent of a Ph.D. in the mechanics and the economics of magazine publishing...But our products serve people, hopefully providing them with information to enrich their lives, enhance their quality of living and generally make them feel good about themselves, their community and their state/province. So what do we *really* know about the audience we purport to serve? What *really* makes them happy, feel good? *You'll be surprised!* And if we could truly comprehend how to make our readers feel good, can our fundamental product, our content, become a feel-good fix that will hook readers and keep them coming back for more? So let's see...Our speaker knows nothing about magazine publishing but understands all there is about what makes people feel good. Sounds like Oprah Winfrey maybe? Doesn't she publish a little magazine somewhere?
- 10:30 a.m. **Motor Coach Leaves for Keltic Lodge Resort and Spa**
- Spend some quality time with your fellow IRMA members as you travel to one of Nova Scotia's most famous icons, Cape Breton Island. Catch up on the past year's events, engage in insightful conversation about our industry and we even have a bit of fun planned along the way. A special guest and friend of *Saltscapes* will host lunch along the way just before you enter into stunning scenery with lakes, mountains, extraordinary views and many photo ops. Experience the world famous Cabot Trail, on the list of the top 100 places you need to visit before you pass on. Cape Breton has the honour of being one of the ten most beautiful islands in the world, as voted by Travel and Leisure magazine. Before you know it, you will arrive at Keltic Lodge Resort and Spa, situated on the edge of the cliffs of MiddleHead Peninsula surrounded by the Atlantic Ocean. Take a peek at your destination at [www.kelticlodge.ca](http://www.kelticlodge.ca).
- 7:30 to 9:30 p.m. **Dinner**
- Open 24 hours **Hospitality Suite**

**Sunday, October 5**

- 8:00 to 9:00 a.m. **Breakfast on your own in the Purple Thistle Dining Room**  
This is included in your room rate.
- 9:00 to 10:15 a.m. **General Session: Survival of the Fittest--A Guide for Regional Publishers**  
Presented by [Ruth Kelly](#)  
The magazine business is about so much more today than simply putting out magazines. It's also about online properties, newsletters, trade shows, book publishing, mobile alerts, special events, etc. How can *you* help the company grow and prosper? Find out in this energetic session that explores alternative and creative new methods for protecting, growing and celebrating your magazine brand--profitably.
- 10:15 to 10:30 a.m. **Break**
- 10:30 a.m. to Noon **Breakout Sessions 1, 2 or 3**
1. Leveraging the Power of Your Brand (Part 1)  
Presented by [Gary Garland](#)  
See the big picture. Your competition for the advertising dollar is not the magazine down the street--it's television, and radio, and newspapers, and billboards. Discover how independent research into how consumers respond to various forms of media advertising proves magazines are clearly the most effective medium.
2. How to Use the Web to Make Your Regional Circulation Plan Sing  
Presented by [Mike Fox](#)  
The Web is improving circulation margins for magazines big and small by making things easier, better, cheaper. Our speaker will showcase 15 examples of what's working in building audience, reducing costs, selling gift subs, targeting new readers and boosting single copy sales. Learn how to relate circulation strategies to publishing profits.
3. Great Design on A Tight Budget  
Presented by [Dave Donald](#)  
Are you struggling with a frozen art budget? Better use of contrast is your best and cheapest way to supercharge your magazine's design. Our speaker will show you how creative typography and optimizing the impact of photographs will reap immediate rewards on your layout pages. You'll look better without spending more.
- Noon to 1:30 p.m. **Working Lunch: State of the Industry Roundup and "Hits and Misses" Review**  
A very brief verbal summation from a spokesperson from every participating magazine, in *reverse* alphabetical order, on how things are going in your neck of the woods. PLUS the perennial favourite: **Hits and Misses**
- 1:30 to 3:00 p.m. **Breakout Sessions 1, 2 or 3**
1. Smart Editorial Spending: Budget Stretching/Repurposing (Part 1)  
Presented by [Kim Pittaway](#)  
Stretch your online edit budget. Repurposed and user-generated content, strategies for slicing and dicing content from the magazine to create new slideshows, online guides, online project sections, seasonal sections, online polls, user-contributed photos and stories. Lots of examples to prompt brainstorming of ideas to fit your product.
2. How to Get (and Stay!) On the Plan: Strategies for Success  
Presented by [Alex Gillespie](#)  
Media buyers play an important role in deciding which media outlet gets their client's business--and targeting consumers in the right way at the right time is the name of their game. But with a growing assortment of niche publications, specialty TV channels and new media options, the competition is fiercer than ever. In this changing landscape, what do media buyers expect from regional magazines and how do you ensure you satisfy their needs? Find out from this senior media director from one of Canada's top agencies.

## 3. Cover Critique by an Expert

Presented by [Dave Donald](#)

For people in the first design session (Sunday, 10:30 a.m.). Bring your magazines, a notebook...and thick skin.

3:00 to 3:15 p.m.

**Break**

3:15 to 4:30 p.m.

**Breakout Sessions 1 or 2**

## 1. Finding Your Inner Cash Cow

Presented by [Ruth Kelly](#) and [Linda Gourlay](#)

Use contract publishing to support the core brand. Like many small businesses, magazine publishers must use a variety of activities (events contract publications, publishing partnerships, sponsorships, contesting, etc.) to support the overhead necessary to support the financial integrity of the business. Bring your experience to this insightful session or come prepared with an empty notebook to fill with many ideas worth stealing on how you can find your inner cash cow.

## 2. Smart Editorial Spending: Budget Stretching/Repurposing (Part 2)

Presented by [Kim Pittaway](#)

Stretch your editorial dollar with brand extensions. Many IRMA members have successfully launched a range of brand extensions. This session will highlight some member successes along with examples from other consumer magazines--like a radio show, themed one-offs and recipe books. Many of these projects involve repurposing content already used in the main magazine, so costs are dramatically reduced.

6:00 to 6:30 p.m.

**Reception**

6:30 p.m.

**Group Photograph**

7:00 to 9:00 p.m.

**Gala Awards Dinner**

Open 24 hours

**Hospitality Suite****Monday, October 6**

8:00 to 9:00 a.m.

**Breakfast on your own in the Purple Thistle Dining Room**

This is included in your room rate.

9:00 to 10:15 a.m.

**General Session - Utilizing People Power: Hiring, Motivating and Retaining/"Don't Worry - Be Happy"**Presented by [Ruth Kelly](#), [Terry Sellwood](#) and [Faith Drinnan](#)

Surveys across the US and Canada are telling us that workers are not happy. And when they're not happy, they are not doing their best work. Worse than that, they leave. Throw in a tight labour market, already lean organizations, and the specialized skills required, and it's not hard to see why it's so important for magazines in particular to keep good talent. Join our panelists to hear what they do to keep employees happy and motivated. And, perhaps share a tip or two of your own.

10:15 to 10:30 a.m.

**Break**

10:30 a.m. to Noon

**Breakout Sessions 1, 2 or 3**

## 1. IRMA Panel on Staffing/Outsourcing

How many magazine professionals does it take to screw in a light bulb? But seriously, what is the optimum ratio of full-time staff to outsourced services? When does the full-time payroll become a burden/when does outsourcing become an inefficient pain in the butt? Join our IRMA panel from both ends of the spectrum and judge where you fit.

## 2. Editorial Peer Critique

It's all about you! Prior to the conference, participants will review each participating magazine in their designated group; the group will gather to share honest opinions--pros and cons--about design and editorial content.

**TO DO: E-mail Matthew Holliday ([pamag@aol.com](mailto:pamag@aol.com)) and tell him you want to participate. Do this quickly since it requires providing (and receiving) magazines to be critiqued**

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### 3. Leveraging the Power of Your Brand (Part 2)

Presented by [Gary Garland](#)

How magazine advertising can deliver the goods. This powerful session will offer a more detailed follow up to the Sunday morning session. It will include practical magazine strengths versus newspapers, TV, radio and Web and how this independent research can be used to your advantage in your sales efforts. How magazines can be made to work in consort with other media (if you can't beat 'em, join 'em) and more.

#### Noon to 1:30 p.m. **Working Lunch: Sustainable Tourism—Hogwash, Greenwash or Stairway to Heaven?**

Presented by John Thomson, Chip Bird, and Don Foxgord

Sustainable tourism is all the buzz—but what is it? Why is it important? Learn from expert panelists from Parks Canada, BC Tourism and Keltic Lodge on the what and why and how to tell if it's the real thing. For IRMA members, how and why should you include it in your editorial calendars?

#### 1:30 to 5:00 p.m. **Free Time - golf/sailing/lobster fishing/hiking/spa**

There are a wide variety of options to spend your Monday afternoon at Keltic. No matter what you choose, you are in for a memorable afternoon.

**Golf**--for those wishing to golf at Highlands Links, the #1 public golf course in Canada, the cost is \$110.24 tax included for 18 holes with a shared cart. Tee times must be booked in advance. Please contact Sandie Currie, the IRMA conference coordinator at [sandiecurrie@accesswave.ca](mailto:sandiecurrie@accesswave.ca) who can make arrangements for you.

**Sailing**--for those wishing to sail, we have secured a private sailboat to tour the area for 2-3 hours. Again, Sandie Currie can be contacted if you wish to take advantage of this. There is limited space available on the sailboat so book early not to be disappointed. There will be a minimal fee for this excursion.

**Lobster Fishing Excursion**--ever been out with a real life lobster fisherman? Well, here is your chance! Join a local Ingoish fisherman on his boat for an experience of a lifetime. See first hand how these hard working folks earn their living catching one of Nova Scotia's most famous offerings, lobster. You will be able to register for this two-hour excursion when you check in at the conference registration desk at the Westin in Halifax. Cost for this excursion is \$25/person tax included.

**Hike the Highlands**--join an experienced local for a guided hike of MiddleHead Peninsula. Spend two hours taking in all the beauty and grandeur of the Cape Breton Highlands. There will be a minimum fee for this excursion.

**The Spa at Keltic**--for those wishing to spend the afternoon at the 5,000 sq. ft. AVEDA concept spa overlooking the Atlantic Ocean, offering full spa services, please call to make your appointment in advance as the resort is busy.  
Call 1-800-565-0444.

#### 6:30 to 9:00 p.m. **Experience a true Cape Breton tradition, a Ceilidh**

A Ceilidh is a Gaelic word that means enjoying lots of libation, live music, dancing, and or course more libation! Enjoy Keltic music and folklore, savour the taste of Nova Scotia seafood with all the trimmings including the lobster we are famous for. This is a night to relax with great food, fabulous food and drink, and stunning scenery.

6:30 to 7:30 p.m. Reception

7:30 to 9:30 p.m. Dinner

#### Open 24 hours **Hospitality Suite**

## Tuesday, October 7

#### 8:00 to 9:00 a.m. **Breakfast on your own in the Purple Thistle Dining Room**

This is included in your room rate.

#### 9:00 to 10:15 a.m. **General Session - Destination Marketing Online**

Presented by [Alicia Whalen](#)

Destination marketing: it's a big part of what most of us do--in print. Join an online marketing

Destination marketing. It's a big part of what most of us do in print. Join an online marketing expert in the travel and tourism sector to hear how you can take the best practices of that industry and apply them to your online marketing strategies. Update your knowledge on the ever-changing world of marketing online and hear straight talk on how to reach your customers directly through tactics like Search Engine Optimization, Paid Search Advertising, Online PR, Social Media and how to measure your success--in a fun, interactive and non-intimidating environment.

10:15 to 10:30 a.m.

**Break**

10:30 to Noon

**Breakout Sessions 1, 2 or 3**

1. Digital Editions

A panel of digital vendors who specialize in online magazine editions, digital e-mail and more will explain how it's done, why it's done--and how you can make a profit while simultaneously extending the reach of your brand.

Presented by David Dauer, moderator; [Trish Connolly](#), Advanced Publishing Corporation (Silver Sponsor); and [Pierre Bisailon](#), Zmags Inc (Silver Sponsor).

2. Online Metrics: Utilizing the Latest Tools for Measurement and Analysis

Presented by [Colin Gourlay](#)

Don't go buying all that expensive online software, you silly. Don't be an amateur in the online world. Learn what you'll need, and how you can pretty much download all the software you're going to need--for FREE.

3. Web Wealth: Best Practices for e-Commerce Success

Presented by [Terry Sellwood](#), [Andy Jackson](#) and an IRMA Panel

This fun and fast paced interactive session is designed specifically to share ideas on monetizing your online universe whether it be through subscription activity, merchandising, online advertising, sponsorships, contesting and so much more. Join in the discussion and find out how to maximize your brand's ROI in the digital world.

Noon to 1:30 p.m.

**Lunch**

1:30 to 3:00 p.m.

**Breakout Sessions 1, 2 or 3**

1. Printer's-Eye View of the Universe

Presented by David Dauer, moderator; Robert Ezequelle, Brown Printing Company (Gold Sponsor); David Glover, Transcontinental (Gold Sponsor); Charlie Shelley, Lane Press (Gold Sponsor); and A. J. Rossi, Pure Imaging (Silver Sponsor).

What's new and shaking in the printing game?

- Well, there's that same old thing about where paper prices are going, what with fuel prices and industry mergers.
- Online proofing is new. Whaddaya need to know?
- Then there's color correction for digital photography--why it should be done by professionals.
- And just about anything else you want to ask our panel.

2. Buying and Selling Magazines

Presented by Anita Matcha

Do you own your magazine? Or do you have shares in your magazine? Are you interested in purchasing a magazine? It's all critically important big picture stuff that renders day-to-day activity pale in comparison. Banking, investment, taxation, valuation, divestiture are all very significant words that can dramatically impact your professional life, your business future--and your retirement. Learn what it all means so you can make the right decisions when the time comes.

3. Community Building: Engaging People and Building Readership

Presented by [Terry Sellwood](#) and an IRMA Panel

You communicate with your readership, what? monthly, bi-monthly, quarterly? Is that enough these days? Do people expect more? Learn what members of our panel have discovered about the promotional, and emotional, value of e-newsletters, blogs and any other mechanism you can think of to maintain and optimize communication with your target audience to help keep you and your product top of mind among your readership--without whom you would have no advertisers, no business, no job.

- 3:00 to 3:15 p.m. **Break**
- 3:15 to 4:30 p.m. **General Session - Newsstand Optimization**
- Presented by [Terry Sellwood](#), Mike Fox and Scott Bulloch.
- A vital update on the constantly evolving newsstand environment...
- How can regionals survive/compete/succeed in the crazy world of newsstand?
  - What do retailers want now?
  - What are fuel prices going to do to margins?
  - How well do the big players service small markets?
  - How feasible is a direct dealer network for smaller publications in rural markets where the big boys don't always want to play?
  - What do regionals have to do to be noticed?
  - Can local magazines cultivate a better relationship with local retailers than the big players?
  - And more....
- 4:30 to 6:00 p.m. **Annual General Meeting & Wants and Needs for New Mexico**
- 7:00 to 9:00 p.m. **Closing Dinner--A salute to *New Mexico Magazine*, 2009 host**
- Open 24 hours **Hospitality Suite**

### **Wednesday, October 8**

- 6:00 to 7:00 a.m. **Breakfast on your own in the Purple Thistle Dining Room**
- This is included in your room rate.
- For those travelling on the 6:00 a.m. bus to the airport in Halifax, a box breakfast and box lunch will be provided. For those leaving on the 7:00 a.m. bus, the Purple Thistle Dining Room will open at 6:00 a.m. so folks can have breakfast prior to leaving the resort and a box lunch will be provided for the bus trip to the Halifax airport.