



2018 Annual Franchisee Convention Agenda

DAY 1

Tuesday: August 7

Palmetto Room: DoubleTree Suites Indialantic/Melbourne Beach Oceanfront

9:00 a.m. Doors open

9:00 a.m.- 9:30 a.m. Registration & Individual Photo (Winship Photography: Danae Stephens)

9:30 a.m. - 9:45 a.m. Welcome! Master of Ceremonies: Stacey Fisher & Ryan Drygas
Raffle
President's Welcome: Ben Martin

9:45 a.m. - 10:45 a.m. Keynote: Bo Sacks

10:45 a.m. - 11:00 a.m. Meet our Print Partner, LSC (Formerly Publisher's Press)

11:00 a.m. - 11:15 p.m. Networking Break

Raffle

11:15 a.m. - 11:45 a.m. Co-Op Advertising Program - Revenue Opportunity!

11:45 a.m. - 12:00 p.m. E-Commerce/Branded Promotional Products

12:00 p.m. – 12:30 p.m. Vehicle Wrap Program – Branding Opportunity!

12:30 p.m. - 2:30 p.m. Networking Lunch Break
(Lunch provided by Coastal Angler Magazine Franchising, Inc.)

2:30 p.m. – 4:30 p.m. Franchisee Leadership Panel Q&A– Share Your Tips & Best Practices!
(Formerly Round Table Discussions)
Raffle

4:30 p.m. – 5:00 p.m. Break

Sea Grapes Restaurant (Inside DoubleTree)

5:00 p.m.- 6:00 p.m. Group Photo & After Party/Cash Bar - Sea Grapes Restaurant

6:00 p.m.- 7:30 p.m. Awards Banquet & Luau Dinner - Sea Grapes Restaurant
(Dinner provided by Coastal Angler Magazine Franchising, Inc.)

7:30 p.m. – 9:00 p.m. Group Social & Cash Bar– Sea Grapes Restaurant



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DAY 2

Wednesday: August 8

Palmetto Room: DoubleTree Suites Indialantic/Melbourne Beach Oceanfront

10:00 a.m. Doors open/Raffle

10:00 a.m. – 10:30 a.m. – Business Initiatives & Policy Updates

- Paper Industry Trends, Projections, & Print Bill
- Deadlines
- Distribution Audit
- Web Policies Overview-Handout

10:30 a.m. – 11:00 a.m. Constant Contact Presentation

11:00 a.m. – 12:00 p.m. Ad Sales Training: Robert McGinnis

12:00 p.m. – 2:00 p.m. Networking Lunch: Bunky's Raw Bar

Lunch provided by: Coastal Angler Magazine Franchising, Inc.
2372 N. Hwy A1A Indialantic, FL 32903
(1 mile north on A1A- destination is on your left)

2:00 p.m. – 4:00 p.m. Digital Training

- Understanding Analytics
- Social Media Road Map
- Calendar & "Misti's Tips"
- How to Sell Digital
- Digital Media Kit
- Guidelines & Policies

4:00 p.m. - 5:00 p.m. Break-Out Session:

Group I: (Palmetto Room) "Increasing your National Ad Sales Revenue"

Group II: (Suite GF) "Selling Results/Advanced Digital Marketing"