

MACMA

The Media, Audience & Content Marketing Association

Industry Day 2023

Revenue & Audience: Pathways to Success

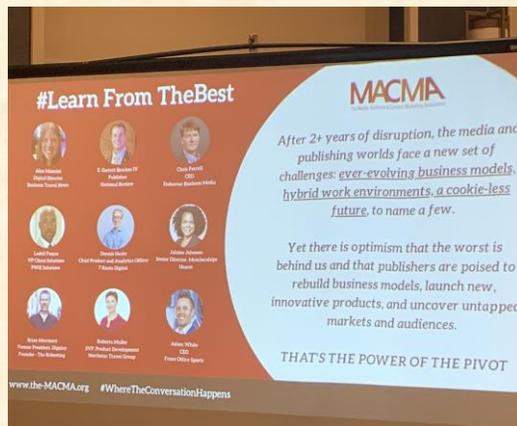
Thursday, April 13th

9am – 5pm

Hearst Tower, NYC



Evolution: At the 2022 MACMA Day, the industry met and set the collective intention to make MACMA Day a day **FOR, BY, and ABOUT** the media, audience, fulfillment & supporting communities.



This message was clear & unequivocal. MACMA has embraced this mandate.
APRIL 13TH
MACMA INDUSTRY DAY

A DAY OF INDUSTRY INNOVATION, CONVERSATION & COMMUNITY.



INDUSTRY DAY 2023

AGENDA AT A GLANCE:

- **8:45 - 9:15am: BREAKFAST** – Mezzanine -Joseph Urban Auditorium, Hearst Tower 3rd Floor
- **9:30 - 11:30am: REVENUE & AUDIENCE CONVERSATIONS**
 - Joseph Urban Auditorium, Hearst Tower 3rd Floor
- **12 – 1pm – Luncheon** – Hearst Tower - 44th floor
- **1 - 3pm – Industry Roundtable Discussions** - Hearst Tower - 44th floor
 - The HOTTEST TOPICS with the BEST SOLUTIONS
- **3 – 3:30pm – Industry Update - An Exclusive Conversation with AAM/BPA** - Hearst Tower - 44th floor
 - Danielle O’Connell, VP, Client Development, AAM + Richard Murphy, CEO, BPA
- **3:30 - 4pm – Ask Brian Morrissey – The Rebooting** - Hearst Tower - 44th floor
- **4 – 5pm – Cocktail Reception**- Hearst Tower - 44th floor

*subject to change

REVENUE & AUDIENCE: The Conversations - Joseph Urban Auditorium, Hearst Tower 3rd Floor

- **Audience Acquisition, Engagement & Loyalty**
Carla Zanoni, Head of Audience, Marketing & Analytics at TED
- **Streaming & Audience – CTV- Reaching Your Audience Wherever They Are.**
Roberta Muller, SVP Product Development, Northstar Travel Group
Eric J. Dickens - Director of Digital Ad Operations & Digital Ad Services
James Miller - Studio 90 - Director of Product Management
- **Growth and Retention – The Keys to Monetization?**
Kristine Wyatt – Director of Growth, B2B, Morning Brew
- **The Future of Content Platforms**
Jim McKelvey, CEO, Invisibly, Co-Founder, Square

*subject to change



WHO SHOULD ATTEND MACMA INDUSTRY DAY?

EVERYONE:

- Tasked with Audience Growth & Revenue
- Focused on the Future of Media
- Invested in Data & Fulfillment
- Dedicated to Engagement & Revenue Opportunities
- Committed to the Successful Shift from Print to Digital
- Willing to Share, Participate &
- Be a Part of the Industry Conversation

MACMA Day Attendee Fee:

**ACTIVE 2023
MEMBERS: \$195**

**NON MEMBERS:
\$300
(includes membership thru
December 2023)**

Presenting Partner: \$2500

- Presenting partners host one hour roundtable on hot topic(s).
(2 -30min sessions)
- Participate in all events & conversations - help shape MACMA content for 2024
- Partner logo and info promoted to all attendees prior to and during the day.
- Includes 2 attendees per partner company.

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MACMA INDUSTRY DAY 2023 PRESENTING SPONSORS



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www.the-MACMA.org

#wheretheconversationhappens

#MACMADay23