

MARKETING SHERPA'S

ContentBiz

Summit

2006

New York

SELLING SUBSCRIPTIONS TO INTERNET CONTENT

MAY 8-9 GRAND HYATT NEW YORK

**DISCOVER THE SECRETS OF RAISING ONLINE
SUBSCRIPTION SALES — NETWORKING +
13 CASE STUDIES PRESENTED BY YOUR PEERS**

ConsumerLab.com • Consumer Reports • ECNext • Editorial
Projects in Education, Inc. • Hoover's, Inc. • Jigsaw Data
Corporation • Match.com • The New York Times Company
• Reuters Group, PLC • Simply Audiobooks, Inc. • SQL Server
Worldwide Users Group • TIME Magazine and TIME.com
• Entrepreneur of the Year *(to be awarded)*

From 2001-2005 all five summits sold out
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Consumer Reports

Carol Lappin
Business Development Director



Hoover's, Inc.

Paul Pellman
EVP Marketing



Match.com

Michael McCurdy
CRM Product Mktg Mgr



TIME Magazine and TIME.com

Raanan Bar-Cohen
Director of Business Technology



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agenda

DAY 1

MONDAY, MAY 8

SCHEDULE SUBJECT TO CHANGE

	DESCRIPTION	SESSION BRIEF	MODERATOR	SPEAKER	COMPANY
7:00–8:30 am	REGISTRATION AND NETWORKING BREAKFAST				
8:30–9:00 am	Welcome	Opening Remarks		Anne Holland, President	MarketingSherpa
9:00–9:45 am	Case Study	Secrets of their Email Marketing Success		Michael McCurdy, CRM Product Marketing Manager	Match.com
9:45–10:45 am	Newspaper Panel	Selling Subscriptions to Newspapers Online	Chris Miranda, Vice President, eMeta Corporation	Eliot Pierce, Product Manager; other panel speaker(s) TBA	The New York Times Company
10:45–11:00 am	BREAK				
11:00–11:45 am	Case Study	A/B Website Design Test Results to Increase Conversions		Paul Pellman, Executive Vice President	Hoover's, Inc.
11:45 am–12:45 pm	Case Study	Search engine optimization (SEO) tactics for premium content providers		Peter Morse, VP, Search & Advertising	ECNext, Inc.
12:45–2:00 pm	LUNCH				
2:00–3:00 pm	Panel	Launching a Paid Content Website from a Print Publication	Bill Baird, President, Baird Direct Marketing, Inc.	Craig Ettinger, Business Development Manager; Michele Givens, General Manager	TIME Magazine and TIME.com and Editorial Projects in Education, Inc.
3:00–3:15 pm	BREAK				
3:15–4:00 pm	Case Study	Increasing Member Retention		Stephen Wynkoop, Founder	SQL Server Worldwide Users Group
4:00–5:00 pm		Entrepreneur of the Year	Anne Holland (introduction)	TO BE ANNOUNCED	
5:00–6:30 pm	NETWORKING COCKTAIL RECEPTION AT GRAND HYATT NEW YORK				

DAY 2

TUESDAY, MAY 9

SCHEDULE SUBJECT TO CHANGE

	DESCRIPTION	SESSION BRIEF	MODERATOR	SPEAKER	COMPANY
7:00–8:30 am	NETWORKING BREAKFAST				
8:30–9:15 am	Case Study	Latest Benchmark Statistics on Subscription Marketing		Stefan Tornquist, Research Director	MarketingSherpa
9:15–10:15 am	Case Study	Exclusive Results Data on Their New Mobile Subscription Offering		Carol Lappin, Business Development Director	Consumer Reports
10:15–11:15 am	Case Study	Tech Platforms and Marketing Results Through the Launching of Five New Sites in 2005		Joanne Casley, Director	Reuters Group, PLC
11:15–11:30 am	BREAK				
11:30 am–12:30 pm	Case Study	How to Increase Renewals with Better Credit Card Processing Management		EXPERT: Tod Cooperman, MD, Founder & President CASE STUDY: Paul Larsen, Payments Consultant	ConsumerLab.com
12:30–2:00 pm	LUNCH				
2:00–3:00 pm	Case Study	How to Build and Market Subscriber-Generated Content		Jim Fowler, CEO & Founder	Jigsaw Data Corporation
3:00–3:15 pm	BREAK				
3:15–4:00 pm	Case Study	Paid Search Marketing Test Results		Sanjay Singhal, Chief Marketing Officer	Simply Audiobooks
4:00–4:45 pm	Case Study	Multivariate Testing Results		Raanan Bar-Cohen, Director of Business Technology; Mark Wachen, CEO	TIME Magazine and TIME.com and Optimost, LLC.
4:45–5:00 pm	CLOSING REMARKS			Anne Holland, President	MarketingSherpa

13 Case Studies

ConsumerLab.com How to increase renewals with better credit card processing management

Consumer Reports Exclusive results data on their new mobile subscription offering

ECNext Search engine optimization (SEO) tactics for premium content providers

Editorial Projects in Education, Inc. How to turn a print pub into an online sub powerhouse

Hoover's, Inc. A/B Web site design test results to increase conversions

Jigsaw Data Corporation How to build and market subscriber-generated content

Match.com Secrets of their email marketing tactics

The New York Times Company How paid subscription test offerings are working out

Reuters Group, PLC What they learned about tech platforms and marketing by launching 5 sub sites in 2005

Simply Audiobooks, Inc. Paid search marketing test results

SQL Server Worldwide Users Group Increasing member retention

TIME Magazine and TIME.com Multivariable subscription marketing test results

Entrepreneur of the Year *(to be awarded)* How to run a subscription site by yourself

Expert Research Data



Stefan Tornquist
Research Director, MarketingSherpa

Stefan Tornquist will present the latest data on subscription marketing. He is Research Director for MarketingSherpa. His team produces primary research and gathers best-of secondary research for half a dozen reports per year including the 'Email Marketing Benchmark Guide' and the 'Search Marketing Benchmark Guide'.

For this presentation, he'll present

2006 data specific to subscription Web sites.

Search Engine Optimization

Peter Morse of ECNext, host of content sites for top publishers, will speak about:

- How to get search engine spiders to "see" content beyond your barrier even though humans can't get by without paying
- (Safe) Linking strategies to raise your site's popularity
- How much search traffic your site should get—for free—from natural "organic" listings

Hotel



Grand Hyatt New York

Park Avenue at Grand Central Terminal
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Tel: 212.883.1234 Fax: 212.697.3772

Discounted \$255/night room rates available through April 17

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13 Case Studies +Fantastic Networking!

SUMMIT ATTENDEE ONLY COCKTAIL PARTY

Monday May 8th from 5:00-6:30 pm



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