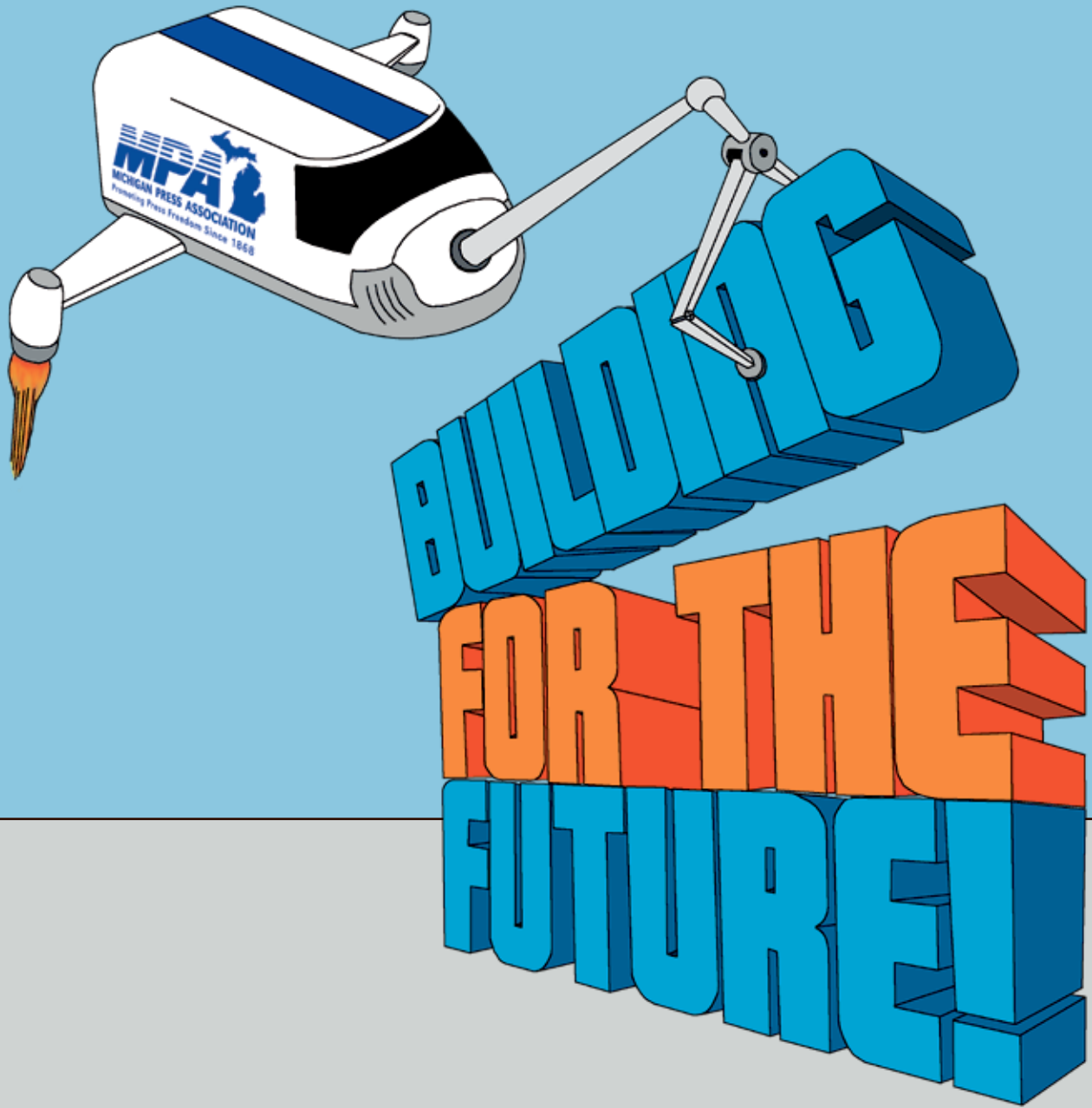


MICHIGAN PRESS ASSOCIATION

2023 Annual Convention Agenda



October 25th – 26th

DoubleTree by Hilton in Lansing, MI

Agenda

Wednesday, October 25, 2023

Social Event

7:30 p.m. – 10 p.m.

If you are coming to Lansing on Wednesday night, join us to mingle with your colleagues in MI and have some fun!

Thursday, October 26, 2023

Ad/Revenue Track

9:00 a.m. – 10:00 a.m.

Coda Research with Marianne Grogan

Room: Regency 1

Learn how the recent survey conducted by CODA Research in MI can help you increase sales.

10:15 a.m. – 11:30 a.m.

New Business Development Secrets with Ryan Dohrn

Room: Regency 1

This workshop is all about new business development. Learn proven and tested sales strategies to secure more meetings with the right people so you grow your bottom line NOW!

1:30 p.m. – 3:00 p.m.

Flipping Objections on the Spot with Ryan Dohrn

Room: Regency 1

This session is designed to give sales reps at all levels the skills they need to walk into any conversation with an advertiser with confidence. Objection handling is a skill that all salespeople need to master.

3:30 p.m. – 4:30 p.m.

60 Sales Tips in 60 Minutes with Ryan Dohrn

Room: Regency 1

This is 60 minutes of fun where Ryan shares 60 ideas in a rapid-fire format with one member of the group watching the clock to make sure he doesn't go over 60 seconds for each idea. Can you keep up?



Questions?

**Contact Lisa McGraw at
313-247-9859 or
lisa@michiganpress.org.**

Register online @

**michiganpress.org under events
or use the QR code**



Thursday Continued

Editorial Track

9 a.m. – 10:00 a.m. Legislative Briefing

Here what the latest issues at the Capitol are and get talking points for the Governor's lunch.

10:30 a.m. – 11:30 a.m. Tour of the State Capitol

Where: State Capitol

Get an insiders tour of the newly (and still in progress) refurbished State Capitol.

1:15 p.m. – 2:15 p.m. Reporting on Adolescent Mental Health

Room: Capitol 3

Dr. Matthew Lacasse-Childrens Hospital, adolescent addiction specialist. Brent Ross-former school resource officer. An expert from American Foundation for Suicide Prevention and a professional from Montcalm Co. Mental Health provider to discuss screen time issues. Mlive's Justin Hicks will moderate.

Adolescent Mental Health problems have reached a crisis point in MI. Substance use disorders, suicide, school violence and problems associated with screen time are impacting our youth. Learn how you, as journalists, can address these issues and write about the problems in a way that is effective and helpful.

2:30 p.m. – 3:30 p.m. AI Chat: What does it mean for newsrooms? Jen Dukarski (Butzel)-and Thomas Meloche of A2 Agile

Room: Capitol 3

This session will focus on the positives and potential negatives of using AI Chat in your newsroom.

3:45 p.m. – 4:45 p.m. Editorial Idea Exchange with Jeremy McBain & Emily Lawler

Room: Capitol 3

A session to bring folks together to exchange ideas about editorial content that will draw in readers.

Joint Event

5 p.m. – 6 p.m.

Knocking down the walls between editorial and advertising.

Room: Capitol 3

Members discuss ways that the news room and advertising staff can work together.

Social Events

12 p.m. – 1 p.m.

Governors Luncheon

Room: Capitol 1 and 2

Governor Whitmer

6 p.m. – 9 p.m.

Dinner and Auction

Room: Capitol 1 and 2

Some awards will be presented and we'll have live entertainment along with our traditional auction to support the Foundation.

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