AGENDA

March 9-11, 2020

ADP Annual Convention and Partners Trade Show
Join Print and Online Directory Publishers Worldwide

Oklahoma City Renaissance Convention Center Hotel & Spa
Oklahoma City, OK

The Power of Trust

Innovation @ Work
2020 ADP Annual Convention Agenda

Monday, March 9

1:00 pm – 5:00 pm  Registration Desk Open – 2nd Floor Prefunction Center
1:00 pm – 4:00 pm  Exhibitor Table Set-up – Ballroom DE
1:00 pm – 4:00 pm  Directory Excellence Awards Judging – Ballroom DE
Publisher Principal Representatives cast your ballot to decide which Directory and Marketing entries will take home the coveted Directory Excellence Awards that recognize industry excellence.
3:00 pm – 5:00 pm  ADP Board Meeting – Grand Avenue Room (Mezzanine Level of the Cox Convention Center)
5:00 pm – 6:30 pm  Welcome Reception – 2nd Floor Prefunction Center
Join us as we reconnect with industry colleagues and Trade Show Partners. During the reception, interact with the most innovative vendors our industry has to offer. These suppliers want to help your business succeed. They are recognized leaders and have the latest products, services and strategies to move your business forward.

Tuesday, March 10

Breakfast on your own

8:00 am – 5:00 pm  Registration Desk Open - 2nd Floor Prefunction Center
9:00 am – 9:30 am  General Session – Ballroom DE
Welcome to the ADP Annual Convention
Cindi Aldrich, President and CEO, ADP
Bernadette Coleman, CEO, Advice Local Directories

9:30 am – 10:15 am  The Power of Trust
Chris Heilbock, RVP National Sales, hibu
Cindi Aldrich, President and CEO, ADP
Bernadette Coleman, CEO, Advice Local Directories
10:15 am – 10:45 am  Seize Opportunities That Result in Leads Contacting You
How do you get your customers to contact you versus you calling on them? Find out how to make this switch from these panelists who will discuss opportunities used by their companies to generate leads organically. These innovative methods result in many sales where the customers reach out to them to buy their products and services.

*Michael Doran, Director of Sales, ATD-Austin*
*Kari Simpson, President, Digital Marketing Inc.*

10:45 am – 11:15 am  Annual Business Meeting
Election of Directors and additional Association business.

*ADP Publisher Principal Representatives please attend.*

11:15 am – 12:00 pm  Directory Excellence Awards Judging
Publisher Principal Representatives cast your ballot to decide which Directory and Marketing entries will take home the coveted Directory Excellence Awards that recognize industry excellence.

12:00 pm – 12:15 pm  ADP Board of Directors Meeting – Grand Avenue
Election of the ADP Executive Committee

*Directors serving a three-year term please attend*

12:00 pm – 1:15 pm  Lunch – Meeting Rooms 16, 17 and 18

1:15 pm – 2:00 pm  Social Media 101 & 102
It's 2020 and consumers are looking online to find what and where they are going to buy. Most often they turn to social media channels such as Facebook, Twitter and Instagram. To shine on social media you need a plan, a solid foundation and content that will capture the attention of your customers. Lissa is your online social coach who will walk you through where, why and what to post and how often. She'll share tips, tricks and tools to help you jumpstart your social media game.

*Lissa Duty, Director of Brand Marketing, Advice Local*

2:00 pm – 2:45 pm  Successful On-Boarding of Your Salespeople
Successful on-boarding of your salespeople is no longer a luxury. It’s too expensive if they fail. The better you can train new hires that leads to a fast first sale, the more likely they will have a successful first year, be motivated to stay with the organization, and continue to deliver sales results.

*Steve Bookbinder, CEO, Digital Media Training, Inc.*

2:45 pm – 3:00 pm  Afternoon Break/Networking with Exhibitors
3:00 pm – 3:45 pm  Cutting Edge Leadership is the Key to Growth
Our own industry expert will provide insight as to what the future holds for our medium. Steve will detail where we are heading and what our industry needs to do in order to continue to grow with our advertisers and prosper in the coming years.

**Steve Sitton, CEO, Market Authority**

3:45 pm – 4:15 pm  The Power of Media Partnerships - Leveraging Core Strengths So Everyone Wins
We live in a world of fast-moving changes with an ever-evolving marketing landscape. SMBs are bombarded with decisions about how to get their message out, win customers and be there when they are wanted now and later. Consumers today want both stories and answers. The answers they seek are for the same questions they’ve always asked, that the directory industry has excelled at giving: who does what, who should I choose and how can I connect with them? Storytelling, however, is where other traditional media like newspaper, radio and newer tools like Facebook and Twitter shine. These panelists will highlight how different publishers are benefiting by matching their directional strength with innovative media partnerships and tools that excel at storytelling resulting in an overall enhanced consumer experience.

**Moderator:**
*James Hail III, Publisher, Hagadone Directories, Inc.*

**Panelists:**
*Andrew Palmer, Owner/CEO, PBC Multi Media*
*Amber Weems, COO/Publisher, Victory Media Marketing*

4:15 pm – 4:30 pm  Annual Business Meeting
Announcement of Executive Committee selection and ratification of the Board of Directors.

**Publisher Principal Representation please remain in session.**

Night on your own

*Wednesday, March 11*

Breakfast on your own

8:00 am – 3:30 pm  Registration Desk Open – 2nd Floor Prefunction Center

9:00 am – 9:15 am  General Session – Ballroom DE
*Cindi Aldrich, President and CEO, ADP*
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<th>Time</th>
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| 9:15 am – 10:00 am | Effectively Compensating Your Sales Force for Success | Figuring out how to effectively compensate your sales team while holding print revenue steady is a major challenge for many publishers. Gregg will share compensation options that have proven results and the information needed to set-up or improve your commission structure to ensure revenue growth while holding print revenue stable as long as possible.  
**Gregg K. Walls, President, D.A.D. - Digital Agency Development and former VP Reseller Channel – Localeedge** |
| 10:00 am – 10:45 am | Trust Takes Time – The Formula of Profitability | Trust is an integral part of growing a business but it takes time, consistency and follow through. Trust also facilitates the generation of referrals. Everyone wants more referrals and we help businesses grow by referrals through our membership-based organization. Of the 98% of businesses that rely on referrals to gain new clients, only 3% of that 98% have a strategy. Come learn the effective BNI strategies and formula of profitability.  
**Chesca Baily, Executive Director, BNI Oklahoma** |
| 10:45 am – 11:30 am | How to Monetize Your Online Directory | No business can afford to not get listed in today’s digital landscape. This is a huge opportunity for publishers to monetize their directories because as publishers you know it’s all about advertising opportunities. This translates to online directory publishing too since online directories allow even more opportunity to attract advertisers in various ways. Learn why and where to get started and how to monetize your online directory.  
**Bernadette Coleman, CEO, Advice Local Directories** |
| 11:30 am – 1:00 pm | Lunch – Meeting Rooms 16, 17 and 18 |                                                                                     |
| 1:00 pm – 1:45 pm | Voice – A Generational Change in Search | Voice search is here and it’s the wave of the future. According to research, voice is soon likely to be the major form of search by consumers. But the vast majority of websites and business listings are “invisible” to voice search. When consumers talk, our industry needs to listen. Hear about a solution that rapidly converts business listings content into voice search enabled webpages.  
**David Penner, CTO, Moboom** |
1:45 pm – 2:30 pm  What Keeps Salespeople Up at Night?
Hear from the salespeople aka “feet on the street” on what
the opportunities and challenges are that they face every
day and what they need from you to help them sell and
create a win-win environment for everyone.

Moderator:
Tom Surnbrock, President, Landmark Media Group, Inc.
Panelists:
Justin Golnik, Sales Manager, Hagadone Directories, Inc.
Debbie Johnson, President,
Carlisle Media Group and ADI Media
Betsy Smith, Sales Manager, Hagadone Directories, Inc.

2:30 pm – 3:00 pm  Want to Sell More Directory Ads? Then You Need to
Hear the Results of the 2020 ADP Ad Effectiveness
Study
Directory ads work and we can prove it! Current and
prospective advertisers can’t argue with the impressive
numbers from the just released 2020 ADP Ad Effectiveness
Study. Learn how you can use this Study and its
extraordinary data to sell more Directory ads than ever
before.

Dr. Dennis Fromholzer, President, CRM Associates

3:00 pm  Closing Remarks
Cindi Aldrich, President and CEO, ADP

5:00 pm – 6:30 pm  Directory Excellence Awards Celebration – Ballroom DE
Join us for the presentation of the Directory Excellence
Awards, that celebrates the highest achievements and
innovation in our industry. Be there to toast the winners.

Hosted by Justin Liles, Chief Product Officer, Advice
Local