



## 2022 ADP Leadz™ Conference

Hilton Palm Springs – 400 East Tahquitz Canyon Way, Palm Springs, CA 92262

### Monday, November 7

1:00 pm

**ADP Golf Outing (Optional)**  
Desert Island Golf and Country Club  
71777 Frank Sinatra Drive  
Rancho Mirage

### Tuesday, November 8

1:30 pm – 4:00 pm

**ADP Board of Directors Meeting – Whitewater Boardroom**

5:00 pm – 6:30 pm

**Welcome Reception – Sponsored by Advice Local**



301 N. Palm Canyon Drive, Suite 200, Palm Springs

**Dinner on your own**

## Wednesday, November 9

8:00 am

### **Breakfast on your own**

Optional: Meet in the lobby at 7:45 am sharp to start walking. The restaurant opens at 8:00 am and the line forms fast. We will be getting together for breakfast at:



The Farm  
6 La Plaza, Palm Springs

### **Leadz™ Conference – Tapestry Room**

9:30 am – 9:45 am

**Welcome to the ADP Leadz™ Conference**  
***Cindi Aldrich – President and CEO, ADP***

9:45 am – 10:30 am

**Smart Ads™ Just got Smarter - Introducing SmartAds Version 2.0**

Just when you thought the SmartAds Sales Tool couldn't get any better..it just did. Version 1.0 gave us an amazing sales tool to help us sell bigger print ads by showing advertisers how important keywords in their ads are to achieve premium visibility. Look out Version 1.0 here comes Version 2.0. This new version has been designed to help Publishers not only sell bigger print ads, but also help them sell bigger online ads.

***Richard Peterson, Owner, Direct Data Corporation***

10:30 am – 11:00 am

**Trusted Local Business Seals – Impress Your Advertisers with a Program that is Visually Engaging and Easy to Sell**

In this session hear from a Publisher first-hand on how they are benefitting their clients (and her company) with SmartAds Technology and Trusted Local Business Monthly Reporting. You'll also learn how they pitch the Trusted Local Seal and its benefits to their Advertisers creating a way to stay in touch month after month creating trust and long term advertising commitments.

***Cathy Mogler, Publications Manager, Interfaith of the Woodlands Community & Business Directory***

11:00 am – 11:30 am

### **Fireside Chat With a Publisher Who Thinks Outside-the-Box**

Bruce Howard with User-Friendly Media has a successful directory, but he doesn't stop there. In this interview, you'll hear what Bruce is up to these days with his company User-Friendly Home Services.

***Bruce Howard, CEO, User-Friendly Media***

***Interviewer: Rance Walls, VP of Sales & Marketing, UpSnap***

11:30 am – 1:00 pm

### **Lunch**

We will be getting together for lunch at:



201 N. Palm Canyon Dr., Palm Springs

1:00 pm – 1:45 pm

### **ADP Idea Swap**

Looking to share and steal great ideas? This presentation is for sharing tips, strategies and tools that are proven to work or yet need to be proven. Participate if you want others to succeed while you succeed.

***Moderated by Garrett Frankwick, COO, Mueller Local***

1:45 pm – 2:15 pm

### **Are Your Advertisers Getting Found in Voice Searches?**

Just over a decade since its launch on Google and Siri, voice search has gone from a novelty to a mainstay in our lives. Increasing numbers of virtual home assistants, in-car navigation systems and mobile devices all employ voice search, and usage has steadily increased. Voice search and virtual assistants are now an integral part of online search. This means that to capitalize on the growing user base, local businesses must absolutely understand how to optimize content.

***Bernadette Coleman, CEO, Advice Local***

2:15 pm – 3:00 pm

### **Writing Content for Google**

Richard will discuss the importance of understanding which content is important for Google algorithms.

***Richard Peterson, Owner, Direct Data Corporation***

3:00 pm – 3:30 pm

### **The Undeniable Value of Listing Your Advertisers in Directories Beyond Your Own**

We all know that your local business advertisers expect their phones to ring because they are listed in your print and/or online directory. And when that doesn't happen whether it's your fault or not, you get the blame. The simple truth is that while you would like to control whom a consumer calls, you can't! However, you can diversify where your advertisers are listed, which ultimately will bring them new business. In this presentation, Lissa will demonstrate the value of listing your advertisers on multiple sources and share tips on how to get started if you haven't already.

***Lissa Duty, Managing Partner, Rocks Digital***

3:00 pm – 3:30 pm

### **Now That you Have Your Advertiser Listed in Multiple Directories let me Help you Track all the Leads you Provided for Your Advertiser**

"A lead is a lead, is a lead." This presentation will show you how to show your advertiser that you were responsible for making their phone ring regardless of where the lead came from.

***Mary Jo Gleason, President, Media Measurement Solutions***

4:30 pm – 6:30 pm

### **Networking Event – Sponsored by hibu**



254 N. Palm Canyon Dr., Palm Springs

**Dinner on your own**

## Thursday, November 10

8:00 am

### **Breakfast on your own**

Optional: Meet in the lobby at 7:45 am sharp to start walking. The restaurant opens at 8:00 am and the line forms fast. We will be getting together for breakfast at:



155 S. Palm Canyon Dr., Palm Springs

### **Leadz™ Conference – Tapestry Room**

9:30 am – 10:00 am

#### **How to Gain More Leads for Your Advertisers Using the Trusted Local Directory™**

Learn how Hibu is successfully using the Trusted Local Directory™ to garner more leads for their advertisers and increase their bottom line.

**Chris Heilbock, RVP, Hibu**

10:00 am – 10:45 am

Content Generator

**Andrew Palmer, Owner, PBC Multi Media**

10:45 am – 11:15 am

#### **It's Time to Play Jeopardy - the ADP Way**

Let's test the knowledge you've learned over the last day and a half. We'll have a little fun and play ADP Jeopardy to see who was paying the most attention. There will be prizes!

**Host – Patti Hughes, Communications Manager – National Sales, Hibu**

11:15 am

#### **Leadz™ Conference Recap**

**Cindi Aldrich – President and CEO, ADP**

2:00 pm

**Optional - Palm Springs Aerial Tramway**

The Palm Springs Aerial Tramway has the world's largest rotating tram cars which carries visitors from the Valley Station, elevation 2,643 feet, to the Mountain Station located at the 8,516-foot level of the ZMt. San Jacinto State Park and Wilderness. Bring a jacket as the weather is typically 30-40 degrees cooler than the desert floor.

**Tickets are approximately \$30.00**



1 Tram Way, Palm Springs

Thanks to our sponsors:

