



Welcome

**MEDIA SALES
SYMPOSIUM**

**ORLANDO, FLORIDA
JANUARY 29-31, 2017**

 **matrix**

matrixformedia.com

Welcome,

Thank you for being a part of the very first **Media Sales Symposium** at the beautiful Loews Royal Pacific Resort in Orlando, Florida. We are thrilled to be hosting this event and are very much looking forward to it serving as a catalyst that propels the future of media ad sales forward. We have a stellar line-up of speakers that will cover the gamut of media ad sales topics, both the challenges and opportunities. In addition to the general sessions outlined here, attendees have an opportunity to join breakout Matrix training sessions, happening in the Phillipine Sea Room [schedule can be found in the back of this program].

Again, we thank you for being a part of the Symposium. We also want to give a special shout out and extend a special thank you to Tapclicks, our co-sponsor for this event.

With gratitude,

Mark Gorman

CEO | Matrix Solutions

SPECIAL THANK YOU TO CO-SPONSOR, TAPCLICKS



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AGENDA

Sunday, January 29, 2017

5PM - 6:30PM WELCOME COCKTAIL RECEPTION / REGISTRATION

Monday, January 30, 2017

TIME	SESSION	SPEAKER
8AM	BREAKFAST / REGISTRATION	
9AM	OPENING REMARKS Mark will set the tone for the symposium, highlighting the changes in the media industry and talking about how the shift to digital advertising is impacting workflows. He will also touch upon the need to harness multiple streams of analytics and data to successfully surface key business intelligence to the sales staff, ad ops, and key stakeholders in the media ad sales world.	MARK GORMAN, MATRIX SOLUTIONS
9:30AM	MEDIA AD SALES TRENDS Should you focus more on digital media, invest in local resources, and/or a combination of techniques you didn't see coming? Gordon has his pulse on the industry in a way not many other analysts do. Listening to him talk about the industry feels like someone is giving you inside information that can contribute to your success. Takeaways: Get a leg up over competitors by positioning your organization in a way to take advantage of the changes in the media ad landscape. You'll have the expertise to capitalize on trends coming down the pipeline.	GORDON BORRELL, BORRELL ASSOCIATES
10:30AM	OMNI-CHANNEL REPORTING Noah will address the state of data in the media sales lifecycle and ecosystem, summarizing pressing industry challenges and highlighting ways forward to unify media and advertising data. Takeaways: In expounding on omni-channel reporting, Noah will unravel how to leverage dashboards to optimize campaigns and media operations, while also demonstrating ways for the media industry to show and capture their full value to end clients. And, how to do so at scale.	NOAH JACOBSON, TAPCLICKS
12PM	LUNCH	

AGENDA

Monday, January 30, 2017

TIME	SESSION	SPEAKER
1PM	<p>LINEAR VS. NON-LINEAR</p> <p>A discussion between linear loyalists and proponents of non-linear in regards to TV advertising. This detailed, honest, and forthcoming conversation of what the future of television advertising looks like will prepare you for the future of selling television – no matter who ends up being right. Takeaways: You'll have insights into the future of television and how you can prepare your sales force and organization to sell linear and/or non-linear advertising. You'll hear pros and cons of both sides and walk away with a comprehensive and sophisticated worldview of the TV advertising ecosystem.</p>	<p>JOE LAMPERT, EDGE TECHNOLOGY SERVICES MARK GORMAN, MATRIX SOLUTIONS ADAM ROBERTS, IMAGINE COMMUNICATIONS MIKE KELLY, WIDE ORBIT TIM WARE, TREMOR VIDEO</p>
2PM	<p>HOW CRM & SALES TECHNOLOGY CAN IMPROVE THE BOTTOM LINE</p> <p>In this panel, you'll hear veterans talk about their experience with sales enablement and CRM technology and the impact it has had on their organization. They'll discuss best practices for embracing such technology and share how measurement tools can expose new revenue opportunities. Takeaways: Hear first-hand how sales enablement platforms boost productivity and efficiencies in the media ad sales world, how to avoid implementation issues, and how to get the most out of your technology stack.</p>	<p>EILEEN FREDETTE, MATRIX SOLUTIONS MARK ZAHAR, TAPCLICKS BRIAN TOY, RAYCOM MEDIA MARGARET ADRIATICO, EW SCRIPPS</p>
3PM	<p>THE FRACTURED MEDIA LANDSCAPE: FINDING NEW OPPORTUNITIES</p> <p>How do you fight fragmentation? Media companies are leveraging new media to improve ROI on old media and diversifying in unusual, but profitable ways. Fragmentation opens up a number of new options and possibilities for media ad sales. Takeaways: Get ideas and action items for diversifying your portfolio in an effort to bolster new revenue, sell a variety of advertising, and grow your business.</p>	<p>JOHN McMENAMIN, MEDIAVILLAGE</p>

AGENDA

Monday, January 30, 2017

TIME	SESSION	SPEAKER
4PM	HOW A CONCRETE SALES PROCESS IMPROVES EFFICIENCY AND ROI How do you implement a sales process that works? Panelists in this session will discuss the benefits of a rock-solid sales process, answering questions about best practices for implementing a sales process effectively, how to get buy-in from stakeholders, and common mistakes and misconceptions. Takeaways: Gain valuable insights for implementing an effective sales process or improving an existing one. Learn about the ROI a sales process can have on an organization.	KIM ASHLEY, FACILITATE LEARNING SOLUTIONS TOM RAY, DOYLE & ASSOCIATES DENNIS McCARTHY, PARADIGM GROUP

Tuesday, January 31, 2017

TIME	SESSION	SPEAKER
8AM	BREAKFAST	
9AM	CONNECTING THE WORKFLOW BETWEEN AD OPS & SALES Media companies are commonly faced with disparate sales channels, limited technology integrations, growing product catalogs, data discrepancies, and invoicing headaches. Hear how leading digital media companies are overcoming these challenges to improve performance of the digital ad sales workflow.	JEFF PUZENSKI, INFINITIVE
10AM	AUTOMATION IN ADVERTISING Digital advertising is growing, as is the need to manage it. Automation platforms and techniques have been paramount in scaling digital advertising for all sizes of organizations. Mike will walk through automated advertising and highlight trends to be aware of for the future of media ad sales. Takeaways: Gain a comprehensive understanding of the world of automated advertising and hear how it can save you time and increase revenue.	MIKE CHEVALLIER, RUBICON PROJECT

AGENDA

Tuesday, January 31, 2017

TIME	SESSION	SPEAKER
11AM	USING EMPATHY TO CONNECT WITH CLIENTS Media selling has grown up and evolved extensively in the past years. The process is precise and there's a focus on providing unique solutions to a client's problem. Has your sales organization evolved alongside the changes in the industry? Sean will share his insights into building a modern sales team and answer questions about educating and transitioning into a well-oiled consultative sales organization. Takeaways: Gain a better understanding of the elements that make up a modern sales organization as well as how to build a consultative sales team that can sell a myriad of advertising solutions. Sean will walk you through metric and key techniques to ensure your sales team is equipped to sell any kind of advertising.	SEAN AMMIRATI, BIRCHMERE LABS
12PM	LUNCH	
1PM	EXAMINING THE MODERN DIGITAL WORKFLOW Jinny will host an in-depth discussion on the modern digital workflow. Sparking candid conversations with the panelists as they walk through the intricacies of the workflow while pinpointing common problems and barriers they've had to overcome. Takeaways: Understand how traditional radio and television media companies are augmenting their traditional workflows with digital innovation. You'll have a chance to ask questions to media veterans and learn how to avoid common pitfalls.	JINNY LADERER, vCREATIVE ELISA DEFOE, SOCIAL NEWS DESK GEORGIA BEASLEY, BEASLEY MEDIA

MATRIX SOLUTIONS - TRAINING BREAKOUT SESSIONS

Each of the sessions below are happening on Monday and Tuesday in the Philippine Sea Room. Pick the time that best fits your needs, and be sure to bring those burning Matrix Solutions questions. Each of the sessions are 50 minutes.

SESSION	MONDAY	TUESDAY
MANAGING ACCOUNT LISTS AND COACHING WITH CRM We'll discuss ways that Matrix can ensure your team is focused and targeted with their accounts to avoid churn, and we'll also go over the insights that CRM data can provide to help push your stars to greater heights, as well as deliver the coachable data to work with a struggling rep.	10:40AM	9AM
PIPELINE MANAGEMENT Are you getting the visibility you need for your projected revenue? This session will explore best practices associated with utilizing Matrix as an effective forecasting tool, and the best ways to analyze those details.	2PM	10AM
LEVERAGING REPORTS, ALERTS, & ANALYTICS There's a lot of data in Matrix, so we want to give you the best opportunity to get a comprehensive view of your sales organization. This session will dig through the various tools that Matrix offers, and highlight some fan favorites.	3PM	11AM

THANK YOU FOR BEING A PART OF THE INAUGURAL
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AND SAFE TRAVELS HOME
FROM ALL OF US AT MATRIX SOLUTIONS!



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