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Conference Agenda **September 15-16, 2017**

Friday, September 15

- 1:30 p.m. Open Mike Publishers Session (*Moderated by Justo Rey*)
- 3:00 p.m. Break
- 3:20 p.m. CVC Update (*CVC President Tim Bingaman*)
- 5:00 p.m. Welcome Reception with Cash Bar (*Hosted by CPF*)

Saturday, September 16

- 7:30 a.m. Breakfast (*Hosted by CPF*)
- 9:00 a.m. CPF General Membership Business Meeting
- 9:10 a.m. Welcome and State of the Association Address
(*CPF President Farris Robinson*)
- 9:20 a.m. Introduction of Guests and Vendors
- 9:30 a.m. Keynote Speaker Peter Lamb
 - "Best practices from around the world:
Who is winning the revenue war, and why?"
- 10:30 a.m. Break
- 10:45 a.m. Roundtable Session by CPF Classified Sales Reps
(*Moderated by Peter Lamb*)
 - "The nuts and bolts of selling local classifieds."
 - "What ads have the potential to be network classifieds?"
- 12:00 Noon Box Lunch
- 2:00 p.m. Three Minute Idea Fair (*Moderated by Justo Rey*)
- 3:00 p.m. Break
- 3:20 p.m. Digital/Print Combinations Selling Well (*Moderated by Justo Rey*)
- 5:00 p.m. Cash Bar Reception
- 6:00 p.m. CPF "Awards for Excellence" Banquet
 - Award Presentations
 - Photo Session