



# Conference Update

## Meal & Class Registration Form

October 20-21, 2017 at the Hutchinson Island Marriott

### Your Name:

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It's almost conference time and we need your help! We want to make sure we have plenty of food, beverages and chairs to accommodate everyone. So please take a moment to respond and let us know about your meal and class plans.

You may either respond by email to CPFDisplayAds@aol.com, or by faxing this sheet to **352-347-3384**. Thanks – and we'll see you next week!

**Please RSVP  
by Monday,  
October 16<sup>th</sup>!  
And don't forget  
to put your name  
on the form!**

TIME	DAY	EVENT	# ATTENDING (including your guests)	
6:00 p.m.	Friday	Welcome Reception with Cash Bar <i>(Hosted by CPF)</i>	_____	
7:30 a.m.	Saturday	Breakfast <i>(Hosted by CPF)</i>	_____	
12:00 p.m.	Saturday	Box Lunch <i>(Hosted by CPF)</i>	_____	
5:00 p.m.	Saturday	Cash Bar Reception <i>(Hosted by CPF)</i>	_____	
6:00 p.m.	Saturday	“Awards for Excellence” Banquet <i>(Hosted by CPF)</i>	_____	
TIME	DAY	CLASS	YES	NO
2:00 p.m.	Friday	Publishers & Senior Management Open Mike • <i>Justo Rey</i>	_____	_____
4:00 p.m.	Friday	CVC Update • <i>CVC President Tim Bingaman</i>	_____	_____
9:00 a.m.	Saturday	CPF General Membership Business Meeting	_____	_____
9:10 a.m.	Saturday	Welcome Session & State of the Association	_____	_____
9:20 a.m.	Saturday	Introduction of Guests and Vendors • <i>CPF President Farris Robinson</i>	_____	_____
9:30 a.m.	Saturday	“Best Practices from Around the World: Who is Winning the Revenue War and Why?” • <i>Keynote Speaker Peter Lamb</i>	_____	_____
10:45 a.m.	Saturday	Roundtable Session with CPF Classified Sales Reps: • “The nuts and bolts of selling local classifieds.” • “What ads have the potential to be network classifieds?” • <i>Moderated by Peter Lamb</i>	_____	_____
2:00 p.m.	Saturday	Three Minute Idea Fair • <i>Moderated by Justo Rey</i>	_____	_____
3:20 p.m.	Saturday	Digital/Print Combinations Selling Well • <i>Moderated by Justo Rey, with Lisa Del Monte</i>	_____	_____