



Tuesday, April 25, 2017

ACT 7 Experience Opening Gala

*The Inn at Ole Miss
120 Alumni Dr.*

University, Miss. (on campus)

- 6:00 pm Registration and Reception
- 7:00 pm Welcoming remarks
Samir "Mr. Magazine™" Husni
- 8:00 p.m. Opening Remarks
Susan Russ Senior Vice President, Communications,
MPA: The Association of Magazine Media
- 8:20 pm Opening Keynote Address
Phyllis Hoffman DePiano CEO, Hoffman Media
Brian Hart Hoffman Chief Creative Officer
Eric Hoffman Chief Operating Officer
- 9:00 pm "Oxford on Your Own"
With shuttles from the Inn at Ole Miss to the Oxford Square and back

Wednesday, April 26, 2017

• All events take place in the Overby Auditorium •

- 7:30 am** Breakfast
Overby Lobby in Farley Hall
- 8:15 am** "Setting the Stage for the ACT 7 Experience"
Samir "Mr. Magazine™" Husni
- 8:30 am** Opening Keynote Address
"The Neuroscience of Touch: Haptic Brain/Haptic Brand"
Daniel Dejan North American ETC, (Education, Consulting and Training), Print & Creative Manager for Sappi Fine Paper
- 9:00 am** "How to Add Value to Your Brand Before You Sell It"
Reed Phillips CEO & Managing Partner, DeSilva+Phillips
- 9:30 am** "Life Lessons in Adding Value"
John French Co-Founder, French LLC
- 10:00 am** "Making Magazines Make Money Again"
Jim Elliott *President, James G. Elliott Company, leads a panel discussion on the topic with:*
John French John G French, Co-Founder, French LLC
Daniel Fuchs VP, Publisher and Chief Revenue Officer, HGTV Magazine
Steven Mayer Publisher, Plate Magazine
- 11:00 am** Break
- 11:15 am** **Todd Krizelman** CEO, MEDIARadar
- 11:45 am** **Jerry Lynch** President, Magazine and Books, Retail Assoc. (MBR)

Trip to the Mississippi Delta
Hosted by **Scott Coopwood** Publisher, Delta Magazine
- 12:30 pm** Boxed Lunch on the Bus & Trip to the Mississippi Delta
- 2:30 pm** B.B. King Museum
Indianola, Miss.

Wednesday, April 26, 2017 (continued)

• All events take place in the Overby Auditorium •

- 3:30 pm Dockery Farms Historic District
Cleveland, Miss.
- 4:00 pm Delta Blues Museum
Clarksdale, Miss.
- 5:00 pm Downtown Clarksdale
Free to walk around and experience the Delta, Clarksdale-style
- 6:00 pm Ground Zero Blues Club, Clarksdale, Miss.
- 6:45 pm Dinner at Ground Zero
- 9:30 pm Depart Clarksdale heading back to Oxford

Thursday, April 27, 2017

• All events take place in the Overby Auditorium •

- 7:30 am** Breakfast
Overby Lobby in Farley Hall
- 8:15 am** "An Ole Miss Welcome"
Chancellor Jeffrey Vitter
- 8:30 am** Opening Keynote Address
Doug Kouma Editorial Content Director, Meredith Core Media
- 9:00 am** "Distribution 2020"
Moderated by **Samir "Mr. Magazine™" Husni**
Jay Annis VP/Business Manager, Hello & Hola Media Inc.
Steve Crowe VP/Consumer Marketing, Meredith
Eric Hoffman COO, Hoffman Media
William Michalopoulos Vice President, Retail Sales & Marketing, PubWorX
Curtis Packer Director of Promotions, OTG
Sebastian Raatz Executive VP, Bauer Publishing, U.S.A.
Bryan Welch Founder, B The Change Media
- 10:30 am** Break
- 10:45 am** "Tales of a Magazine Launch"
Tony Silber VP, Folio leads a panel discussion on the topic with industry leaders from printing, publishing, production, and distribution:
Ron Adams Publisher, Via Corsa magazine
Laura Bento Founder and Editor, Good Grit magazine
Amanda Brozana Communications & Development Director, National Grange
Daniel Fuchs VP, Publisher and Chief Revenue Officer, HGTV Magazine
Michael Kusek Publisher, Take magazine
Nsaiy Keziah Makoundou Founder and Creative Director, Afropolitain Magazine
Steve Martin Founder & Publisher, Art+Design Magazine
Gemma Peckham Founder and Editor, ROVA magazine
Lukas Volger Co-founder/Editorial Director, Jarry magazine
- 12:00 noon** Boxed Lunch

Thursday, April 27, 2017 (continued)

• All events take place in the Overby Auditorium •

- 12:45 pm** “Launching a New Magazine? Here’s How You Do It”
Josh Ellis Editor in Chief, Success Magazine leads a panel on the topic with industry leaders from editorial, sales & marketing, advertising, design and distribution areas:
Joe Berger Publishers Marketing & Sales Consultant, Joseph Berger Assoc.
Nicole Bowman Founder & Principal, Bowman Circulation Marketing
Marshall McKinney Design Director, Garden & Gun
Jennifer Reeder VP, Sales, Democrat Printing
Steve Viksjo Co-Founder and Creative Director, Jarry magazine
- 2:15 pm** “Life in Digital”
Franska Stuy Founder and Editor, Franska.nl, The Netherlands
- 2:45 pm** Break
- 3:00 pm** “The Truth About Digital Advertising Lies...”
Bo Sacks President/Publisher, Precision Media Group
- 3:30 pm** “What I’ve Learned: A Personal Perspective.”
John Harrington Partner, Harrington Associates
Former Editor/Publisher, The New Single Copy
- 3:50 pm** “Life in Custom Publishing”
Christian Anderson Associate Publisher, iostudio
Bobby Stark President, Parthenon Publishing
- 4:30 pm** “How to Build a Community through Shared Reading of a Printed Book”
Alison Baverstock President & Founder, Alison Baverstock and Associates, The United Kingdom
- 5:15 pm** Break
- 6:00 pm** Closing Dinner and Closing Keynote address
Sylvia Banderas Publisher/VP, Integrated Sales, Hola!
- 6:30** Inaugural MIC Student Awards

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6:45

Farewell Fish Fry – Southern Style!

Catered by Taylor Grocery, featuring their famous fried catfish with all the trimmings...plus homemade ice cream!

Sweet tea provided by Jay "Mr. Sweet Tea" Grelen

7:45 pm

Farewell Drink

Compliments of the Chancellor's House

ACT 7 Experience Official Scribe

Linda Ruth Audience Development and

Digital Marketing Strategies for Publishers