

WORKING AGENDA... MORE TO COME

10:30 a.m. to 5:00 p.m. Hearst Tower, 300 West 57th Street

The familiar script tells us consolidation, bureaucracy and technical issues are choking off opportunity for publishers. But it's time to flip that script. It's time to quiet the distraction and shut down the feeling of powerlessness that seems to feed on itself. It's time to focus on the actionable, everyday strategies and disruptively innovative ideas that will help you and your team default to action.

The opportunities are there: new budgets to be discovered, non-traditional partnerships and coalitions to be formed, new reasons to make proactive sales calls. Can you solve nettlesome marketing problems for major brands? Can you become a driver of profit and margin for your agencies? Can you become a vital, everyday strategic resource to customers? Yes, you can.

*On October 11th, together, we figure this out...we commit...we act.
It's a day you can only have at Seller Forum.*

Planned Sessions: Content Subject to Change

Jumping the Line with Publicis. Helen Lin, President of Digital Investment and Global Partnerships for Publicis Media shares her POV on why investment decisions are made, how publishers can better navigate ideas through the agency, and what it takes to stand out in a crowded field vying for her attention and budgets.

Looking for Love in All the New Places. What we do is so much bigger than "digital media" and it's time to stop limiting our search to those budgets. Sylvie Schnaier, Director, Creative Agency and Content Partnerships is tasked with solving high-level, horizontal business problems for Johnson & Johnson. Hear what she needs and what she's not (yet) getting from potential partners.

Publishers: Is This the Moment You've Been Waiting For? Reach matters, but marketers want more: safety, transparency, control, intricate solutions. The platforms may be here forever, but they can't deliver all that marketers want and need. How are publishers reacting? Through non-traditional partnerships and alliances, the development of new services and an increasing focus on filling the gaps. Don't miss your moment!

*** Special Guests To Be Announced ***

Disrupting Your Own Agency Relationship: Horizon Tells You How. Sarah Baehr, EVP, Managing Partner of Digital Investment for Horizon Media speaks candidly about how sales organizations can put new life in the agency relationship by understanding business imperatives and operational cycles that define the agency's world today.

Our Sales Leadership Poll. Only at Seller Forum can sales leaders compare notes on how the last quarter played out, what a reasonable compensation package looks like, and whether or not the latest industry obsession is really just a red herring. Insights are candid, output is immediate.

Stop Doing That, Start Doing This! In a series of short interstitial talks advisors offer one piece of practical advice that leads to new business behavior and outcomes. *** Presenters To Be Announced ***

Reconsidering the Carrot. "Freakonomics" tells us that all behavior is tied to incentives; but are the incentives in our comp plans really matching the sales behavior we need in today's market? This discussion will focus on non-traditional compensation models and the tips, tricks and hacks that can drive new behavior and results.