

ALBERTA MAGAZINES CONFERENCE

NEW VENUE

March 6 & 7, 2008

Red & White Club, Olympic Volunteer Centre
1833 Crowchild Trail NW (north end of McMahon Stadium)
Calgary, Alberta

Early-bird deadline: February 11, 2008

New this year:

- **Thursday/Friday format**
Thursday evening gala—cocktail hour followed by mix and mingle reception: great food and entertainment; Friday seminars, trade show, keynote luncheon, and wine and cheese.
- **Venue: The Red & White Club**
 - Plentiful and free parking
 - Public transportation (C-Train) nearby
 - Motel Village within walking distance
- Newly minted **Editor of the Year Award**—to be presented Thursday evening.
- **Judging panels for the Alberta Magazine Showcase** entries. See who wins at the Friday wine and cheese reception.
- **Live auction** at the Thursday evening gala.

Funding Agencies



AMPA acknowledges the financial support of the Government of Canada through the Canada Magazine Fund and the Government of Alberta through the Alberta Foundation for the Arts for this project.

Come join us at the 2008



ALBERTA MAGAZINES CONFERENCE

Our 12th annual professional development conference takes place on March 6th and 7th at the Red & White Club, McMahon Stadium, in Calgary. Join us Thursday evening for the Alberta Magazines Gala. On Friday, choose from 12 skill-building seminars. This year the focus is on harmonizing online and print—be it improving ad revenue, providing more engaging content for your readers or using social networks to build your magazine community.

Whether you're new to the wonderful world of magazines or a seasoned professional, you'll find a wealth of people, information and new ideas.

AMPA MEMBERS: Don't forget to enter your publication's best work from 2007 in the Alberta Magazines Showcase. Visit www.albertamagazines.com for an entry form.

The Alberta Magazine Publishers Association (AMPA) proudly works on behalf of the province's magazine publishers and their supporters to provide advocacy, promotion and professional development. Through practical initiatives such as the Alberta Magazines Conference, AMPA works to strengthen and grow the magazine industry. AMPA is a non-profit organization governed by a volunteer board of directors.

SPEAKER BIOS

Issa Breibish is a founding partner and the “guiding hand” behind worldwide community development at Veer, a Calgary-based international company that provides visual elements for use in professional creative work. For the past 14 years, he has been passionately preoccupied with understanding how people interact with technology at a variety of companies including Adobe Systems, Verity and Image Club Graphics. Issa spends much of his time focused on simplifying the user experience—and more importantly—getting ideas off paper and into the real world.



Jason Brightman is the director of web design for *PC World* and *Macworld* at the International Data Group (IDG) where he oversees both brands as they aggressively expand their online reach and evolve into “web-first” publications. Before joining IDG in 2007, Jason was the web director at Harris Publications, where he was responsible for the strategic direction, design and development of the online brand extensions for the lead titles, including *XXL*, *KING*, *RIDES* and *SLAM* magazines. The new sites deliver targeted music and lifestyle content to pop-culture enthusiasts, while providing an optimized response rate for the advertisers.

Malcolm Brown has worked across Canada, in New York City and in California, on magazines such as *I.C.E.*, *Shift*, *Raygun*, *Outpost*, *enRoute* and *Adbusters*. Between magazines, he has worked with MuchMusic, Rogers Media, CBC Newsworld, and the Advertising and Design Club of Canada. Malcolm has received over 140 awards for his art direction and design in both Canada and the United States. This past summer he took on the art direction for *Unlimited* magazine and also designs under the newly formed company grafikmilk.



Kim Machado is general manager of CanadianBusiness.com, one of Canada's leading business and finance sites owned by Rogers Media. Before joining Rogers, she was director of content development at St. Joseph Media, overseeing the strategic direction for eight digital properties including WeddingBells.ca, FashionMagazine.com, Wish.ca, TorontoLife.com and Where.ca. In 1999, Kim co-founded idoido.com, an online wedding planning website and community that was acquired by Key Media in 2001. Before starting idoido.com, she worked for 15 years in the financial services industry.



Kevin Menshik has worked in the media departments of Francis Williams and Johnson, Intergroup, and Media Management & Promotion before opening Mediactive in 1994. Mediactive is a strategic media planning and buying firm. Over the last 21 years, Kevin has managed media for clients such as McDonald's Restaurants, Canadian Airlines Air Cargo Division, EPCOR, Shaw Communications, TELUS, Weight Watchers, ATCO and Pizza 73. He is a member of the Canadian Media Director's Council, a past president of the Advertising Club of Edmonton and a founding member of the NABS Steering Committee in Edmonton.

Glenn Mielke is the designer of *BlackFlash* magazine. He believes that his time as a book designer (including Nelson Canada's flagship Reader series *Networks*) has proven invaluable to his perspective for designing for arts organizations. He has designed publications for many galleries including Walter Phillips, The Mendel, Truck and The Pascal Gallery at Ramapo College in New Jersey. He is a firm believer that less is more—just because Photoshop allows you to put a shadow under it doesn't mean you should.



Mary Newberry is on the editorial board of *Descant* magazine and on a committee of friends for *Brick*, a literary journal. From 2001 to 2006, she was *Descant's* managing editor, and until recently was a member of the small magazines committee for Magazines Canada—for whom she co-authored the Small Magazine Editorial booklet for its 2006 series of handbooks. As well as freelancing as an editor, indexer and writer, Mary teaches magazine editing, writing and the overview of magazines for Centennial College's Book and Magazine Publishing program in Toronto.



Milena Radzikowska is a design researcher, practitioner and instructor at Mount Royal College. Her research interests are in the areas of visual communication design, interface design, information design and text visualization. In the last few years, Milena has presented at international conferences in design (Edmonton), educational technology (Honolulu and Lima), communication technology (Helsinki), humanities computing (Victoria, Paris, Fredericton and Saskatoon) and medieval studies (Prague).



Charlene Rooke became the editor-in-chief of *Western Living* in February 2007. A magazine journalist for 15 years, she is the former editor of Calgary's *Avenue* and was the editor of Air Canada's *enRoute* during its award-winning 2005 relaunch (named best travel magazine in North America and winning top Folio awards for best custom-published magazine). Her travel and lifestyle writing has been recognized by the North American Travel Journalists Association and the Society of American Travel Writers.



Register online at www.albertamagazines.com

Early-bird deadline is
February 11, 2008

Registration deadline is
February 29, 2008

There are several hotels near the Red & White Club. Two recommended ones are Best Western Village Park Inn (1-888-774-7716) and the Hampton Inn and Suites (1-888-432-6777), both located in the Motel Village.

Not online? Complete this form and fax with credit card information to 403.670.0492 or mail with cheque to the Alberta Magazine Publishers Association, #204, 1039 - 17 Avenue S.W., Calgary, Alberta T2T 0B2. **Registrations without full payment will not be accepted.**

Name: _____

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Check here if you do not wish to receive sponsor offers.



Please register me for the following events:

	AMPA Member Rate		Non- Member Rate	
	By Feb 11	After Feb 11	By Feb 11	After Feb 11
FULL CONFERENCE PASS – Best Value! Includes Thursday gala, three sessions and lunch. Check your session choices below.	\$175	\$205	\$215	\$250
FRIDAY PASS Includes three sessions and lunch. Check your session choices below.	\$145	\$160	\$175	\$180
ARTS & LIT PASS—Attention Non-Profit Mags! Includes sessions 1D, 2D, 3D and lunch. Proof of non-profit status required.	\$70	\$75	\$80	\$85
STARVING STUDENT FRIDAY PASS Includes three sessions and lunch. Check your session choices below. Student ID required.	\$50			
INDIVIDUAL SESSIONS NOTE: Please do not select more than one session beginning with the same number (e.g., 1A and 1C), as they run concurrently. NP=Non-profit magazine rate.				
THURSDAY GALA	\$60	\$65	\$75	\$80
GO GREEN BREAKFAST	Free			
1A Lead with a Flourish; End with a Bang	\$45	\$50	\$55	\$60
1B Get Your Geek On	\$45	\$50	\$55	\$60
1C The Sales Rep’s Indispensable Toolkit	\$45	\$50	\$55	\$60
1D Unconventional Wisdom	\$45 \$20NP	\$50 \$25NP	\$55 \$30NP	\$60 \$35NP
2A Master’s Forum	\$45	\$50	\$55	\$60
2B Business Plan Makeover	\$45	\$50	\$55	\$60
2C Brave New World	\$45	\$50	\$55	\$60
2D Think Outside the Book	\$45 \$20NP	\$50 \$25NP	\$55 \$30NP	\$60 \$35NP
LUNCH BUFFET & KEYNOTE ADDRESS with Jason Brightman	\$55	\$60	\$65	\$70
3A Best of Both	\$45	\$50	\$55	\$60
3B Untangling the Web	\$45	\$50	\$55	\$60
3C Design Diagnosis	\$45	\$50	\$55	\$60
3D Melting the Slush Pile	\$45 \$20NP	\$50 \$25NP	\$55 \$30NP	\$60 \$35NP
AWARDS PRESENTATION/WINE AND CHEESE	Free			
Total				
AMPA does not charge GST				

Conference Schedule

Thursday, March 6, 2008

6:00-7:30 p.m. Registration

6:00 p.m. Mix and mingle with True Blue Martinis
Sponsored by Transcontinental

7:00-9:00 p.m. Alberta Magazines Gala
Sponsored by Quebecor World

Emceed by various Alberta magazine publishers, the evening will feature good food, good conversation and good cheer. Come join your fellow magazine professionals for a night of entertainment and mingling. It's the perfect opportunity to rub shoulders with conference speakers and sponsors and see what Alberta's magazine publishing community has produced over the past year with the Alberta Magazines Showcase.

Plus, find out who takes home the inaugural Editor of the Year Award!



Our special guest is Chris Turner, a noted magazine writer and cultural commentator based in Calgary. He's the author of *The Geography of Hope: A Tour of the World We Need*, which is a global survey of the state-of-the-art in sustainable living. He is also the author of the international bestseller *Planet Simpson: How a Cartoon Masterpiece Documented an Era and Defined a Generation*. He writes a monthly feature on sustainability for *The Globe & Mail* and a regular food column for *Swerve*.

His magazine writing—mostly for the late, great *Shift Magazine*—has earned him four National Magazine Awards, including the 2001 President's Medal for General Excellence (the highest honour in Canadian magazine writing). His writing and reporting on culture, technology and the environment have also appeared in *The Independent* (UK), *Time Magazine*, *Maclean's*, *Canadian Geographic*, *The Walrus*, *Azure*, *up!* and *Utne Reader*.



SOLD! Whet your competitive appetite by bidding at our silent auction full of fabulous items. There will even be an exciting live component this year! Twenty-five percent of the proceeds will go to support Literacy Alberta and the rest to support AMPA initiatives.

Friday, March 7, 2008

8:00-9:00 a.m. Registration

8:30 a.m. Go Green! (And grab some breakfast while you're at it.) While enjoying a coffee and a bite, check out a short presentation by Markets Initiative about environmental leadership trends in the Canadian magazine industry.

9:00-10:30 a.m. 1A Lead with a Flourish; End with a Bang: Crafting Stellar Leads and Kickers Like a sandwich without bread, a story without a solid lead and a killer kicker just won't hold together. But what's the secret to writing them well, especially when your deadline is fast approaching? This interactive training session will show you what these key story elements do, and develop your instinct for what works and what tanks. You'll also find out how leads and kickers can integrate with visuals to function as vital story packaging tools. Join **Charlene Rooke** to hone this must-have magazine skill.

Who Should Attend: Editors of all kinds, designers

1B Get Your Geek On: Internet DIY What are the best tips for building a website? And how do the likes of Facebook, Twitter, Flickr and blogging fit in? Bring all your web production and Web 2.0 questions to this interactive workshop with **Issa Breibish** and **Milena Radzikowska**.

Find out what techno smarts you need to create a magazine website and how to maneuver your way through the endless production decisions and opportunities. **Karen Neudorf**, *Beyond* magazine publisher and a practicing geek, will moderate. WOOT!

Who Should Attend: Web managers, publishers, art directors, production, designers, editors

1C The Sales Rep's Indispensable Toolkit Back by popular demand! Find out which tools of the trade a stellar advertising sales rep never leaves home without: an accurate gauge of agency expectations, a polished array of sales skills, research about their potential client and more. **Kevin Menshik** will wrap up the session with a media kit critique. (Media kits must be submitted to AMPA by February 11 to receive this expert critique.)

Who Should Attend: Advertising sales people, sales managers, publishers

1D Unconventional Wisdom: Design Cues from Cultural Magazines Cultural magazines have a special design challenge—not only do they feature art, they are themselves art. Therefore, to do their content justice, they have to look good. **Glenn Mielke** will discuss how and why he creatively challenges traditional magazine design for specific effects. He'll demonstrate how small mags can do this artfully even when many big guys can't. He'll also showcase inventive ideas to meet design dilemmas including paper/printing options and how to draw from creative networks to get the most bang for your buck. After all, the key to good design for any small mag is ingenuity.

Who Should Attend: Art directors, designers, production, editors

10:30-10:45 a.m. Coffee Break A chance to refuel, as well as meet and greet industry vendors and supporters at the conference tradeshow.

10:45-12:15 p.m. 2A Master's Forum: A Session for the Seasoned Editor Sure, you can parse, tweak and un-splice with the best of them, but a true editor knows this gig is more than a skill set—it's a constant quest for perfection. Join **Charlene Rooke** to discuss the finer points of the trade. She will go through the complex process of substantive editing to demonstrate when a story needs it and how best to carry it out. As well, find out about the subtleties of assigning and the art of fine storytelling. This

is your opportunity to collectively work through what can be a lonely and difficult process, and swap secrets with others who know that a great editor—like a great magazine—is a continual work in progress.
Who Should Attend: Intermediate to senior editors (not suitable for rookies)

2B Business Plan Makeover: Get in Line with the Online World The first step of effectively getting online doesn't involve the latest technology; it means returning to the basics and building an online component into your business plan. **Kim Machado** will tell you how to tighten up your business from the inside out by building an online component into your existing business plan. Devise an online plan that's appropriate for your business, brings your magazine more attention and leaves you in the black.

Who Should Attend: Publishers, sales managers, circulators, finance department

2C Brave New World: Fresh Design from the Ground Up Launching a new magazine is a major design challenge guaranteed to send any designer into a state of exhilaration . . . and angst. Follow **Malcolm Brown**, art director for *Unlimited* magazine, a new work and life magazine, as he walks us through its design conception. Whether you're launching a new mag, redesigning or just looking to rejuvenate your design, Malcolm will show you where to begin and where to end, and how to successfully set a design tone.

Who Should Attend: Art directors, publishers, designers

2D Think Outside the Book: Building Buzz in Your Community Is your magazine an island? Events, contests, fundraisers, auctions, issue launches—these are a few creative ways magazines build bridges to the communities that sustain them. How can you generate effective networking ideas that will build your magazine's community readership and reputation? **Mary Newberry** shares some of *Descant's* most successful initiatives and partnerships, including establishing the Descant Arts & Letters Foundation.

Who Should Attend: Editors, publishers, circulators

12:30-1:45 p.m.

Luncheon Keynote: The Sublime Online Come on web dabblers, online doubters and Internet atheists—**Jason Brightman** is here to make you a believer. Director of web design for *PC World* and *Macworld* magazines, Jason will show you why your publication needs to go online and reveal to you the Internet's infinite opportunities and advantages. Find out how to carve out an e-path for your print business by seeing who's already online, what they're doing, what works best and how you too can leverage the web to realize your magazine's potential.

Who Should Attend: Everyone

Sponsored by Calgary Colorpress/CentralWeb

2:00-3:30 p.m.

3A Best of Both: Integrating Web and Print Sales Web sales versus print sales: a knock-down, pistols-drawn fight? It doesn't have to be. Print and online can work together to drive consumer behaviour—but you have to understand how in order to convince your advertising clients. **Kim Machado** will demonstrate through case studies and best practices how to harmonize print and online ad sales for a combined effect greater than the sum of its parts. She'll also go through latest trends and help you structure a winning proposal.

Who Should Attend: Advertising sales people, sales managers, publishers, web managers

3B Untangling the Web: Refining Your Online Presence In the scramble to leap online, many magazines end up with a web presence that's, well, pathetic. Using industry examples, **Jason Brightman** gives you insider advice on avoiding the pitfalls that lead to weak websites (content is still king online!) and shows you how to spruce up an existing online presence and maximize profitability. More importantly, he shows you how to do this affordably, developing content for both print and online with cost-effective strategies. To top it off, Jason will demo some free web tools that will have you clicking away in no time.

Who Should Attend: Web managers, publishers, editors

3C Design Diagnosis Sure, it's nice to hear your work is fantastic, but a true design professional needs straight feedback: the good, the bad... even the ohdeargod. Whether you're learning your trade, solo-staffing a design department or working at the top, it can be tough to talk shop. Here's your opportunity for honest, constructive design critique that will help you self-assess, find inspiration and stay at the top of your game. Bring your magazine covers and layouts for a thoughtful, lively discussion led by **Malcolm Brown**—a guy who knows his hed from his pantones.

Who Should Attend: Art directors, designers, production, anyone with an interest in design, circulators

3D Melting the Slush Pile: Soliciting and Editing Brilliant Literary Works

It's simple: a lit magazine lives and dies by the quality of the work it publishes. But how does a literary editor choose the best work? More importantly, how does a literary editor attract enough quality work to make this choice a difficult one? **Mary Newberry** provides an illustrated history of *Descant*, which has emerged as a model for successful editorial practices. Thinking of establishing an editorial advisory board? Stuck on issue themes? Having trouble soliciting great work? Mary has it covered.

Who Should Attend: Editors, managing editors, copy editors, writers

3:30 - 4:30 p.m.

Alberta Magazines Showcase Winners Presentation Cheer for your favourites and see what our judges decide.

Sponsored by **Transcontinental**

Wine and Cheese. Join us for a complimentary wine and cheese to unwind, share light-bulb moments and congratulate the winners of the Alberta Magazines Showcase.

Sponsored by **Indas**



Alberta Magazine
Publishers Association

Publish or work with Alberta magazines? Become an AMPA member!

Members have access to AMPA's many benefits and services, including expert consultants, special rates for the Alberta Magazines Conference and other professional development seminars, subsidized internships, a solid professional network and new promotional opportunities. To find out if you're eligible to join, contact us today!

Alberta Magazine Publishers Association

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Phone 403.262.0081 • Fax 403.670.0492

ampa@albertamagazines.com

Register by Monday, February 11, for special early-bird rates!

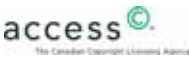
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Schmooze with colleagues. Get inspired.

www.albertamagazines.com