navigate2020

APRIL 21 - 24, 2020

The Venetian, Las Vegas

Click below to view the agenda tracks and session details:

Content: Cultivating a Foundation of Content

Content is the driving force of media, no matter the channel. It's also the force behind your business. Yet, finding, creating and distributing content can seem like a complex process. From uncovering the information that informs business decisions to crafting truly compelling content to delivering that content in an impactful way, how well a business navigates this process directly impacts the customer experience and the bottom line. Learn more about how to leverage, craft and optimize content during this breakout track.

Content

Digital Editions: Where less can be more

Recent research indicates that, contrary to widely held belief, readers who read more stories are not more likely to become digital subscribers; in some cases, they might be less likely. While monetizing digital advertising relies on scale, digital editions can create a reliable revenue stream. And it's not just the traditional "replica edition," but also edition-based digital products.

Content

How your newsroom must change

Serving readers means re-thinking workflows, learning new skills and putting your team in position to get the most out of your technology — which includes putting out the newspaper. Newsroom leaders will share their stories about managing change and adjusting their approach to a business model driven by reader revenue.

Content

Naviga Content Creation: Way more than just an "authoring tool"

Modernizing your newsroom means modernizing your tools. Moving past desktop-based text editors is only the first step. We'll take a news story through a day in its life using the Naviga Content Creation Tools, showing how the story can be created, edited, enhanced and posted to digital platforms AND the print newspaper.

Content

How SaaS helps your teams

News happens. It happens everywhere, and it happens fast. Your team needs tools that are always on, always available, and always safe and secure from hackers and malware attacks. As a reporter in the field, you can't worry about whether you're on a safe network. With Naviga's SaaS solutions, we worry about that for you.

Content

Digital Presentation: The last mile

Some news organizations prefer to develop their own web experiences. Some news organizations need a web site that can be live quickly and require minimal management. We'll show how Naviga's Content Creation platform facilitates an end-to-end web experience and also supports customer development.

Content

Content enrichment: Seven ways to drive reader engagement

To generate reader revenue, you must first get readers' attention. To maintain reader revenue, you must keep readers' attention. Learn how Naviga's Content Creation tools put your storytelling in its best light.

Content

Lead gen for newsroom leaders

Your website is not just the daily news report—it also can be a lead-generation platform. Marketing your content and maintaining audience is increasingly becoming the newsroom's responsibility. Learn how to ensure retention and use audience data to minimize churn and maximize return visitors and engagement.

Content

Streamline the content creation, enrichment and management process

Your news staff is smaller, your readers' demands are larger and you're under more pressure to provide a bigger piece of the revenue pie. This means that getting your stories from Point A to Point B needs to be easier and faster.

CaaS, Content

Using content to inform the newsroom

Dive into how to information-enable your newsroom. Brooks McFeely, CEO of MT Newswires, will explore how content is generated, how its sold and what one can do to monitor and leverage breaking news to facilitate the creation of original content. Gain a greater understanding of how information not only supports, but drives new business value within the newsroom the constantly changing and evolving media landscape.

CaaS

Getting more out of your content: making taxonomies work for you

In this age of information overload, users do not search for relevant content; they expect it to be presented to them. By using Taxonomies and Categorization, organizations can more effectively automate the curation and distribution of their content. Naviga's deep understanding of these tools and techniques will help ensure that your content reaches the most users, spurs maximum engagement and increases profitability.

CaaS

Better decisions start with better information: pinpoint filtering of today's business news stream for real-time awareness

The world moves fast, impacting business enterprises in many ways, good and bad. You can't allow your competitors to get a jump on you; you shouldn't let your customers draw their own conclusions about news involving your industry. If you rely on your phone (running a free news app) to keep you informed, you have lost this battle. Using the media industry as an example, we show you the advantages you would enjoy by running a professionally-designed news alert filter. And of course if your corner of the media industry is itself business news, we show you how you can feed these filters for additional revenue.

Audience: Engagement Designed to Last

Keeping your audience engaged is key to success in today's publishing landscape. One good piece of content doesn't make a quality engagement. Sometimes multiple pieces of content aren't even enough. To really build lasting audience relationships, today's modern business must build journeys that engage at the right time, the right frequency and at the time and place of a reader's choosing. Building that custom journey requires not only good content, but insight into the reader, their behavior and what really compels them to act. Learn more during this breakout track.
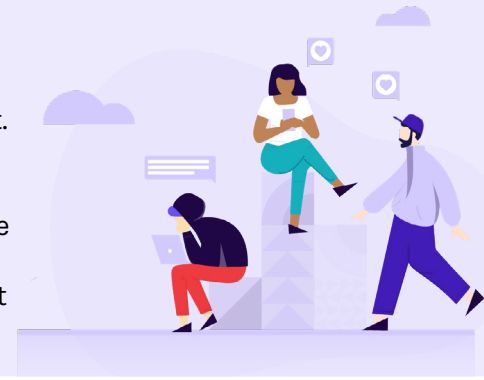
Audience

Understanding what a successful engagement strategy looks like in 2020

If you can only do a few things right, what are the most important things to focus on? A good audience engagement strategy spans the whole lifecycle and works to build compelling engagements. Whether it's first impressions, ongoing touchpoints or efforts to reduce churn, gain a better understanding of where you can successfully impact your strategy.

Audience

How to increase reader engagement using AI

Like any journey, you need to chart a course and be equipped with the right tools for the adventure. Just imagine if the terrain of a reader journey is in constant flux or is stuck in city traffic, construction and accidents; charting an effective course is daunting. Data and technology, specifically AI/ML, become required equipment to reach your destination especially when your readers are constantly evolving with technology, the market and changing personal tastes.

Audience

Growing your digital business

Hear from a panel of leading Digital Audience professionals on how they are growing their digital base. What's working? What's not? And, what are their priorities for 2020?

Audience

Convergence of data, content and audience development

Better engagement starts with a more personal experience. Learn the importance of personalization in monetizing content and discover how seamless integration of data, content platforms and eCommerce lead to audience development.

Audience, Commerce

Quality products and content drive engagement

How you present your content and where you present that content matters. Learn the importance and role mobile applications, replica editions and vertical content products play in your audience monetization strategy.

Audience

Deliver, engage, retain—A look at how editorial newsletters can boost your engagement strategy

Becoming a persistent source of an audiences' daily content consumption strengthens your relationship and makes it more valuable. Permission-based email delivery of relevant and timely content can result in better engagement and increased retention. With a catalog of almost 200 titles, this publisher uses data to manage, monitor, monetize, and cultivate their newsletter program.

Audience

Building a subscriber onboarding program—Increase engagement, promote retention

Content purchasing and consumption is the lifeblood of most media companies. Fostering an ongoing dialogue with new subscribers promotes a feeling of partnership and an awareness by the consumer that their continued engagement will be beneficial. An automated email touchpoint program is an inexpensive method by which to interact relevantly and timely, within highly targeted audiences. This session presents a case study of how Digital First Media is using email to communicate with new subscribers to create an ongoing dialogue and develop a content engagement habit that they are willing to pay for and stick with.

Audience

Achieving a 360-degree customer view

Explore where you have room for improvement and identify the untapped potential for gaining a better understanding of how your customers behave and how to turn that information into greater profits in this customer-centric age.

Audience

The importance of data intelligence is central to making good business decisions

Everyone knows that the key to making good business decisions and plans is to use data rather than relying solely on instinct. The challenges are to gather the right data at the right time and present it in the right format to make decision-making and planning easier. This session explores how a multi-property publisher uses complicated data and analytics to manage their business.

Audience

The role of UX to streamline engagement

User experience optimization leads to increased acquisition and overall engagement. Yet determining what that experience is comprised of can be challenging and highly individual. Learn from UX experts the essentials to building the right experience for your constituents to help keep them engaged.

Audience

Tools and tips on using Engage and the Subscription Panel

Make the most of the audience engagement solutions you already have. Hear from product experts who will share some ideas and live instruction on how to tap into the potential of Naviga Engage and Naviga Subscribe.

Advertising: Modernization that Fuels Monetization

Optimizing revenue channels starts with modernization. From cloud-based technology to streamlined processes and easy-to-use tooling, ensuring your ad revenue meets your business user and partner expectations is paramount to improving the bottom line. Learn how you can start simplifying your tech stack and fuel revenue increases in this breakout track.
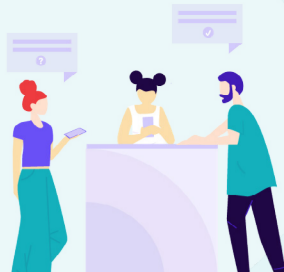
Advertising

Industry trends in advertising: Are your strategies keeping current?

Media companies are being asked to behave like ad agencies for their customers. Gone are the days of one size fits all. Each campaign needs to be the right mix of media and services. So advertising departments need tools that offer this flexibility and insight into what has worked well for the advertiser in the past.

Advertising

What's new in Naviga Ad: Enhancements for campaign creation

A new year provides new challenges for your advertising team. Targeting the ad to the audience is key. You have multiple sales reps involved in complex campaigns and each need to get a part of the commission. And to make it even more challenging, multiple advertisers or brands may participate in a joint campaign, and they each need a separate invoice. Come see the new enhancements to Naviga Ad that address each of these needs.

Advertising

What's new in Naviga Ad: Enhancements in CRM

Understanding your customers and managing that relationship is a key factor in the success of your Advertising department. Your sales reps need up-to-date information at their fingertips. And managers need easy access to pipelines and forecasts to track the success of your sales efforts. And when possible, you need the system to alert you to areas that can be improved on with each advertiser.

Advertising

What's new in Naviga Ad: A/R and collections

Getting paid as quickly as possible is key to your business success. You want to identify the advertisers with credit risks and put safeguards in place to protect yourself. You also want to provide a frictionless experience for allowing advertisers to pay their bills.

Advertising

Are exhibitions an untapped revenue stream you should explore?

Media companies are discovering that event management is a new source of revenue for their business. It allows them to provide another service to the advertiser and strengthen the relationship with the brand. This is especially powerful when it can be combined into a bundle with traditional advertising channels like digital and print.

Advertising

Moving from Elan Classic to Naviga Ad

If you are using the classic version of Elan Advertising, this is a chance to learn about what is new and different in Naviga Ad; and find out more about what a migration project would mean for your organization.

Advertising

Benefits of an integrated financial package

Wouldn't it be great to have a complete picture of your advertising and financial details in a single system? No more reconciling numbers between two systems or losing time while you transfer data from one place to another. Take a few minutes to learn about the Financial modules offered in Naviga Ad.

Advertising

Taking Naviga Ad to the next level

If you are only using Naviga Ad for basic print or digital campaigns, this is your chance to learn more about some new features you can take advantage of. Take advantage of targeting options that are available with Google Ad Manager. See if our new Inserts or Classified ad options can provide new revenue streams for your advertising departments.

Advertising

Unlocking the value in your data

Campaign information, advertiser information, performance metrics, pipeline conversions—you are definitely not short on raw data. But how do you put it all together in a way that helps your business move forward? You need the right tools to help you spot trends and find areas that need improvement.

Advertising

Naviga Ad 2020 and beyond

Naviga Ad is continually improving to provide media companies the tools they need to stay competitive in today's marketplace. We are always looking for ways to enable you to turn on new revenue streams and increase efficiencies in your business practices.

Advertising

I'm interested in Naviga Ad...so what do I do next?

If the thought of a modern, integrated system built around CRM sounds like the answer to your problems, find out how to upgrade from one of Naviga's other advertising platforms to Naviga Ad.

Advertising

Live demonstration of Naviga Ad: CRM and order management

You have heard about it. Now see the system in action. Attend this session to see an overview of the CRM capabilities and order management features.

Advertising

Live demonstration of Naviga Ad: Billing and credit

Having an easy way to manage your customers and schedule advertising is important, but you also have to make sure you can get paid for that advertising. An integrated billing and credit system is crucial to insure that everyone is dealing with updated and accurate information.

Advertising

Benefits of an integrated financial package

Wouldn't it be great to have a complete picture of your advertising and financial details in a single system? No more reconciling numbers between two systems or losing time while you transfer data from one place to another. Take a few minutes to learn about the Financial modules offered in Naviga Ad.

Advertising

Moving beyond basic print and digital offerings

Check out a live demonstration of the advanced order management features on Naviga Ad. See examples of performance dashboards based on Google Ad Management data. Follow the workflow of building and schedule templated ads. And see how to bring it together with our integrated pagination system, Naviga Plan.

Commerce: Streamlining Content Monetization & Supply Chain

With an increasingly complex ecosystem of formats and distributors, many publishers struggle to commit the time and resources needed to succeed in today's ever-changing publishing landscape. Whether it's magazines, newspaper, or books; a poor and cumbersome user experience will ultimately drain internal resources, becoming a pain point for your brand. Naviga Commerce offers publishers the end-to-end solution needed to seamlessly create, stylize, and distribute content, while providing inventory and subscription management along the way.
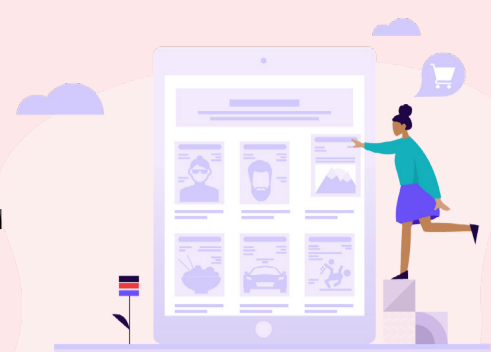
Commerce

Discovering new revenue streams through multi-channel distribution

Publishers face an increasingly complex ecosystem of digital formats, which require time and resources to participate. Discover how industry leaders increase their revenue by efficiently managing multiple feeds with diverse and constantly changing requirements.

Commerce

Improving user experience and exceeding revenue goals

As publishers continue to see growth, maximizing the profitability of their catalogue across multiple digital platforms becomes a necessity. Learn how a seamless reading experience, coupled with a best-in-class customer support system can ensure the meeting and exceeding of revenue goals.

Commerce

Utilizing mobile adaptive rendering to cut cost and production time

A vast portfolio of brands requires significant internal resources to produce and maintain apps. Finding the right solution to streamline production and app development can alleviate internal resource needs, while allowing for customization and mobile adaptive rendering, beyond PDF replica.

Commerce

Maximizing the potential of your digital newsstand

Single publication apps and subscriptions are excellent ways to monetize content, but for publishers with multiple titles, alternative models do exist. Learn how a digital newsstand solution allows you to engage with every user across all publications, growing your digital subscriber base in the process.

Commerce

Generating incremental revenue through library distribution

Discover how publishers are partnering with libraries around the world to offer digital content to their patrons, leveraging a market-leading user experience and cross-platform technology.

Commerce

Commerce Demo 101: Preparing and managing your content for the digital world

Bringing innovation and inspiration to the world of publishing, Commerce delivers the ultimate digital reading experience on any device, across the broadest array of distribution channels. Hear from Naviga's own Director of Digital Solutions, Rob Underwood, as he walks you through the product suite, covering best practices, along with tips and tricks.

Commerce

Monetization through modernization: How publishers can thrive in the digital age

Uncover the strategies your brand needs to succeed in the digital age. Learn how industry experts balance old and new technologies to engage devoted followers and attract new audiences.

Commerce

Opportunity knocking: How publishers can fully utilize Naviga's Content Engagement Platform

Discover the capabilities and opportunities that a Content Engagement Platform offers publishers, from end-to-end. Create, enrich, deliver and monetize your content, while uncovering new ways to build valuable relationships with your customers.

Commerce (Inventory)

Inventory: Gifting and how it can benefit your business

The ability to sell and accept gift cards should be a staple of every commerce platform. You've asked for it and now we have it. We've added the ability to generate gift cards and accept them as payments.

Commerce (Inventory)

Inventory: Marketing campaigns that drive engagement to subscribers

Premiums, promotions and redemptions? We have significantly expanded campaign functionality. If you are searching for ways to drive engagement with your customers and to understand why they are coming to you, this is a must-see session for you.

Commerce (Inventory)

Inventory: Privacy preference with brand awareness

Expanding your brand can also mean exposure to GDPR and CDPR. Traditional privacy settings simply may not be enough to protect you from exposure. We've got your back. We've expanded privacy preferences for mail, email and phone to a brand level.

Commerce (Inventory)

Inventory: Taking it to the bank with direct debit payments

How to offer an alternative, more retainable payment option for your customers? We've added the ability to take direct debit payments on your orders. We've extended this to recurring payments for subscriptions to avoid having to reach back out to the customer. The good can just keep flowing.

Commerce (Inventory)

Inventory: What's new and where are we going with Book

Let us take you through what we've added to the Book module since the last user conference. We also want to cover what may be coming in 2020.

Commerce (Inventory)

Inventory: What's new and where are we going with subscriptions

Let us take you through what we've added to the Subscription module since the last user conference. We also want to cover what is coming in 2020.

Commerce (Inventory)

Inventory - Amazon: Friend or foe?

This will be an open forum to understand how publishers are working with Amazon as a marketing channel. We'll surface benefits and challenges. Lastly, we'll gain a perspective on where publishers believe their relationship with Amazon may head in the future.

iConnect Solutions User Group

iConnect members are invited to join this opportunity to network with peers, share ideas, discuss common strategies and learn about the NCS products.

iConnectSolutions
NEWSCYCLE USER COMMUNITY

Advertising

Intros and expectations

Get an iConnect introduction to the conference and what to expect. Share with others what you'd like to take away from the event.

Advertising

Similarities between Naviga Ad and NCS Advertising

Check out a case study from Cosby Harrison on the conversion from NCS Advertising to Naviga Ad.

Advertising

Deferred billing

Learn about deferred billing setups and functionality.

Advertising

Roundtable discussion: Transitioning from print to digital

Listen to a discussion on transitioning from a print-driven to a digital-driven industry. We'll understand how companies are able to track COGS back to revenue and what third-party systems are used for this functionality.

Advertising

Ask the Experts: Advertising

Get your questions answered with Naviga experts and peers.

Advertising

Data conversion utility

Learn about tools and extraction scripts to move data from existing systems (SQL Server and Oracle).

Advertising

Chart of accounts

Hear best practices for working on a COA transition and setting up a new chart of accounts. Do you create a new COA in the system or override the COA that is currently there? Do you use SQLs to override? Is IT involved or does the new build-out fall to Finance or where the mapping process is housed? Can historic COA be purged from the system even if it has historic transactions associated?

Advertising

Database management

Gain a better understanding of database management and number of users. Do you have different databases all built slightly different? Do you have one company in the database whereas other databases have up to five or six companies set up?

Audience, Circulation

Intros and expectations

Get an iConnect introduction to the conference and what to expect. Share with others what you'd like to take away from the event.

Audience, Circulation

Vindicia Retain

Learn about the new add-on to NCS Circulation designed to interface with Vindicia Retain. Increase collections and retention on auto-renew decline subscriptions.

Audience, Circulation

Alternate payment options

This session highlights all Circulation products, specifically what's available and what's coming?

Audience, Circulation

Naviga Subscribe, Engage and Discover

This session will include a demo/overview introducing the products and the value they can bring to your business. Find out what is being done to enhance the integration with Naviga circulation systems—new features, integration and roadmap.

Audience, Circulation

Ask the experts: Circulation

Get your questions answered with Naviga experts and peers.

Audience, Circulation

Automation of processes

Get the most out of your system. What processes are available to be automated inside of Naviga?

Audience, Circulation

File mapping

Overview of what and how to utilize file mapping and best practices.

Audience, Circulation

Best practices for fees

Learn how to leverage Naviga Audience. Find out options around different methods that you can take back to your business.

Cross Solution

Customer Portal

Open to all Customer Portal users, this is an overview of the Customer Portal—navigation, case management, knowledge base, university and general review. As this is an interactive session, bring your questions and comments as well as recommendations for improvements.

Cross Solution

iConnect business meeting for all iConnect members

Annual business meeting with all iConnect members to discuss the treasury report, notes from last conference and board elections.

Cross Solution

iConnect Board Meeting (elected board members only)

Board members will elect officers and discuss the upcoming year.