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MAY 3-5, 2018
Hyatt Regency Baltimore

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**M THE NEWSPAPER
Manager**

PRESIDENT'S MESSAGE:



MACPA Messenger



This is a busy time for most community papers. Spring activities are starting. Home shows are scheduled, and people are planning their home improvement projects.

I'm writing this article far away from MACPA territory; I'm temporarily staying on the west coast, helping in a family emergency. Being away from home has reinforced for me the importance of community journalism. I wait impatiently to see the local news in our paper, and feel connected with home with every article. I'm reminded of why we do what we do, and how much it can mean to our readers.

MACPA's new dues structure is now in place. The board has adopted a new dues structure that reflects the audited circulation of the members. Our initial roll-out in the last newsletter was premature. The board tweaked it just a bit to benefit both our members and the association. You'll find details in the letter that is being sent with your dues notice, explaining how our dues fund the major benefit of our audits.

Speaking of audits, MACPA's intern Cara is working with a number of our members to help them bring their audits up to date. She's been nominated for an award—Berks Best in Computer Science—in part because of the work she has done for our association. If you'd like to see if Cara can help with your audit process, be in touch with Alyse at the office. It's a member benefit that helps the whole association, since we base our rates on our audited circulation.

One of the best things about MACPA is the way it brings people together. Getting to know other people in the free paper industry, and having the chance to learn from them, is one of the best reasons to be an active member. Just this month, MACPA lost a member who was an inspiration and good friend to many of us. George Wilbanks, owner and former publisher of the East County Times in Baltimore, died on February 28 at age 85. His daughter Nancy Morales continues as publisher. George was a past president of the MACnet board. His sense of humor and down home common sense made meetings, and out-of-meeting discussions both instructive and fun. We will miss him. Our sympathy to his wife Geri, to Nancy, and to his publication family.

If you haven't already, take a moment today to register for the joint MACPA-AFCP conference in Baltimore, May 2-5. The conference will feature a line of great speakers, activities and vendors, and a chance to spend time with friends in the industry, old and new. Looking forward to seeing you all there!

Sincerely,
Ruth Isenberg, President
journalruth@gmail.com

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What's in this issue of the Messenger:

- Free Community Paper Industry Branding
- How Do You Define Success?
- Why Ask Questions In Headlines?
- Metro Creative Graphics - Featured Associate Member And more!!

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SALES CORNER: AMATEUR VS. PROFESSIONAL



MACPA Messenger

By John Foust

What sets advertising amateurs apart from professionals? Let's examine some key skill areas.

- 1. Amateurs do most of the talking in sales appointments.** Professionals do most of the listening. When they meet with prospective advertisers, they work to learn marketing goals. They concentrate on discovering "pain points." And they learn about the results of previous campaigns. That's accomplished with questions – along with attentive listening.
- 2. Amateurs use puffery in ad copy. Professionals use relevant information.** They stay away from empty claims and exaggerations like "unbelievable," "fantastic" and "incredible." Instead, they focus on specific features and benefits that mean something to readers.
- 3. Amateurs sell one ad at a time. Professionals sell campaigns.** The best ads are not stand-alone sales, they are elements of bigger marketing campaigns. By taking the time to develop an overall strategy, professionals have a guideline to follow. There's no mystery about what to do next. They simply follow the plan.
- 4. Amateurs create spec ads before learning the prospect's needs and developing a marketing strategy.** Professionals believe it's important to diagnose the patient before writing a prescription. I cringe when I hear stories of ad ideas that have been created without doing any homework first. Most of those ads are laughably off target.
- 5. Amateurs don't know the difference between image ads and response ads.** Professionals know that distinction can make or break advertisers' expectations. Image ads are designed to create and strengthen brand identities, while response ads are designed to motivate consumers to "buy now."
- 6. Amateurs see print and digital as separate entities.** Professionals know that print and digital work together to project a cohesive brand image for

their clients. In today's multi-media environment, the companies with strong marketplace identities understand that everything must work together. Logos, type fonts, benefit statements, theme colors – they all play important roles.

- 7. Amateurs run anything their advertisers request, because they don't want to risk offending paying customers.** Professionals know they're obligated to stand up for solid advertising principles (with diplomacy, of course). I've never seen a sales person's business card that listed "Order Taker" as a job title.
- 8. Amateurs wing their way through appointments.** Professionals provide prospects with a printed agenda and follow it carefully. They know how to keep things on track. They stay away from running down rabbit trails that can derail a presentation. It's a matter of respecting the other person's time and making a professional impression.
- 9. Amateurs don't care about typography.** Professionals understand that type has been called "the voice of print" for a good reason. They know that all upper-case type should be used sparingly in headlines – and almost never in body copy. They understand the nuances of serif and sans serif fonts. And they know how to use line-breaks to create readable headlines.
- 10. Amateurs think they know everything.** Professionals are not complacent. They strive to learn more about their prospects, their market, their competitors, and advertising in general. There's truth in the old saying, "The biggest room in the house is room for improvement."

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CREDIT LINE

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com



2018
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SPECIAL EDITION: CONFERENCE SCHEDULE



MACPA Messenger

CONFERENCE AGENDA



Baltimore 2018 INNER HARBOR ANNUAL CONFERENCE & TRADE SHOW

WEDNESDAY, MAY 2, 2018

- 10 am Pre-Conference Tour
Departure at Hotel
- 3 – 7 pm Registration Open
- 7 – 10 pm Trade Show Set-up

THURSDAY, MAY 3, 2018

- 7:30 am Registration Open
- 7:30 – 8:30 am Breakfast in Trade Show Area
- 8:30 – 9:15 am Opening Ceremonies
- 9:15 – 10:45 am **OPENING KEYNOTE:
MARCUS SHERIDAN**
- 10:45 am – 12 pm Break & Vendor Interaction
Session in Trade Show area
- 12 – 1 pm Recognition Lunch in
Trade Show Area
- 1 – 2:15 pm Marcus Sheridan Workshop
- 2:25 – 3:40 pm Breakout Sessions A
- TLI CLASSES: (2 to choose from)**
MANAGEMENT CERTIFICATE: (Session 1)
SALES CERTIFICATE: (Session 1)
TRADE SHOW OPEN
- 3:40 – 4:10 pm Break and Vendor Interaction in
Trade Show area
- 4:10 – 5:25 pm Breakout Sessions B
- TLI CLASSES: (2 to choose from)**
MANAGEMENT CERTIFICATE: (Session 2)
SALES CERTIFICATE: (Session 2)
TRADE SHOW OPEN
- 6:30 – 9:30 pm Thursday Evening Reception
and Dinner – *Spirit Cruises*
*Sponsored by The Newspaper
Manager*

FRIDAY, MAY 4, 2018

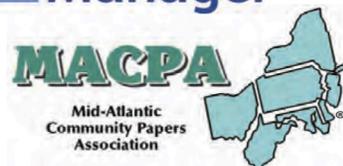
- 7:30 am Registration Open
- 7:30 – 8:30 am Breakfast in Trade Show Area
- 7:30 – 8:30 am Saturation Mailers Coalition –
Breakfast Discussion
- 8:30 – 9:45 am Breakout Sessions C
- TLI CLASSES: (2 to choose from)**
MANAGEMENT CERTIFICATE: (Session 3)
SALES CERTIFICATE: (Session 3)
TRADE SHOW OPEN

(Friday, May 4, continued)

- 9:50 – 11 am Breakout Sessions D
- TLI CLASSES: (2 to choose from)**
MANAGEMENT CERTIFICATE: (Session 4)
SALES CERTIFICATE: (Session 4)
TRADE SHOW OPEN
- 11 – 11:30 pm Break in Trade Show area
- 11:30 – 12:30 pm **CYNTHIA SANDERS** –
*Influencer Marketing. Sponsored
Content and a variety of Digital
Issues for Publishers*
- 12:30 – 1:30 pm Lunch
- 1:30 – 2:50 pm Shark Bank – Idea Exchange
- 3 – 3:45 pm AFCP's Best of the Best Awards
- 3:50 – 4:35 pm MACPA's Publication Awards
- 4:35 – 5:45 pm Trade Show Closing Reception
- 6:30 – 8 pm Friday Evening Reception and
Dinner – *Sunset Dinner Party*
- 8 – 11 pm Club AFCP

SATURDAY, MAY 5, 2018

- 9 am Registration Open
- 9 – 10 am Publisher's Session
(topic to be determined)
- 10 – 11 am Brunch
- 11 – 12:15 am Breakout Sessions E
- TLI CLASSES: (2 to choose from)**
MANAGEMENT CERTIFICATE: (Session 5)
SALES CERTIFICATE: (Session 5)
- 12:30 – 1:45 pm Breakout Sessions F
- TLI CLASSES: (2 to choose from)**
MANAGEMENT CERTIFICATE: (Session 6)
SALES CERTIFICATE: (Session 6)
- 1:45 – 3 pm Closing Presentation



SPECIAL EDITION: CONFERENCE INFORMATION



MACPA Messenger



REGISTER NOW AT AFCP.ORG

Registration link located on the right side of the home page



ALL WORK & NO PLAY - NOT A CHANCE!

THURSDAY EVENING:

Thursday evening we'll kick things off with an amazing experience aboard the Spirit of Baltimore sponsored by The Newspaper Manager! We will set sail for a relaxed evening of cocktails and dinner on the Patapsco River. Here you can connect and network with acquaintances and catch up with old friends, all while being surrounded by the stunning backdrop of the Downtown Baltimore Skyline! The cruise will feature spectacular views of local landmarks such as Fort McHenry and the Francis Scott Key Bridge. This is sure to be an evening you'll remember for a long time to come!

FRIDAY EVENING:

Friday evening will feature a cocktail reception and dinner right at the beautiful Hyatt Regency. Join us on the sixth floor outdoor terrace and pool area for a laid back evening of fun, food and drinks with fellow attendees! The terrace features lovely views of Baltimore's Inner Harbor and other sites around the city.

For those who want to keep the party going, you can head up to the hotel's top floor, where the ever-famous Club AFCP will be sure to keep the fun flowing! Unwind and let loose

with music, dancing and cocktails in the Pisces Room, one of Baltimore's premier event spaces, featuring breathtaking views of the harbor and city.

SATURDAY EVENING:

This is your chance to get out there and experience all that the great city of Baltimore has to offer! From the sights to the countless restaurants and the vibrant nightlife, this city really has something for everyone so get out there and enjoy!



MEMBERSHIP	ATTENDEE FEE	GUEST FEE	ROOM CHARGES
AFCP member participating in NANI	Zero, Zilch, Nada!	\$199 for each guest	\$165/nt + taxes - NANI will pay \$50 toward each room, each night for up to 4 nights. Your cost only \$115, plus tax per night
MACPA Only Member	Zero, Zilch, Nada!	\$199 for each guest	\$165/nt + taxes - All room charges are paid by your company
AFCP member NOT participating in NANI	\$750 per person	\$750 per person	\$165/nt + taxes - All room charges are paid by your company
AFCP and MACPA non-members	\$1,500 per person	\$1,500 per person	\$165/nt + taxes - All room charges are paid by your company

SPECIAL FEATURE: WHO ARE OUR ASSOCIATE MEMBERS?



MACPA Messenger

Our Associate Members are some great companies that are here to help your publication thrive. They all offer many services and products that will help you do just that. Let's take a moment and learn a little bit about our Associate Members.

Ask-CRM offers a sales software that is designed specifically for the publishing and media industry. It is easy to use and the perfect addition to make your sales soar!

Bar-Z provides mobile solutions for your publication. From mobile apps and responsive websites to cloud-based CSM and Data Management. Bar-Z can help you better equip your publication to help you thrive in the fast-paced world of smartphones.

Circulation Verification Council, also known as CVC, is probably one of our most loved benefits! They are the third party audit company that provides our members with their publication audit. These audits are a great resource which provides your advertisers with the information they need to know when it comes to advertising in your publication.

CoolerAds provides a way for you to have the display and classified ads in your publication reach a larger network. If you're interested in learning more about them and how they can help you, contact me today!

JB Multimedia offers a great service for your publication. With their flip-page services your publication appears as it does when it's printed out but online and with a flip-page capability. The MACPA office uses their services for the Messenger!

Metro Creative Graphics can provide you with advertising, creatives and editorial resource! They have a vast variety of stock

photos, online E-sections, and special section templates. If you are looking for these type of resources, contact them today!

Instant Mobile Advertising Group provides a mobile marketing campaign that is easy to setup and use. This marketing campaign includes standard text messaging as well as picture or video messaging. If you're ready to take your advertising capabilities to a whole new level, this may be right for you!

Saturation Mailers Coalition is a coalition of saturation program mailers, including free paper publisher, shared mailers and coupon envelope mailers who share a common interest in maintain fair and reasonable postal rates and regulations.

Software Consulting Service provides complete publishing, digital asset management and advertising systems for publishers of any size! Learn more about them today!

SRB Communications is a full-service advertising and marketing agency that is here to help you! They specialize in multicultural markets, media relations, public relations, community outreach and broadcast production. They help their clients build brand awareness through many avenues.

SRDS provides a platform where media buyers can go and find all the information they need for their advertising campaign. Your publication can be a part of this platform!

This is just a preview of what each of our associate members can offer. Contact each of them today if you could utilize their services at your publication!

ASSOCIATE MEMBER CORNER: BAR-Z'S NEW MOBILE PLATFORM FOCUSES ON FLEXIBILITY TO MAXIMIZE REVENUE



MACPA Messenger

We live in a changing mobile world. With over 80% of U.S. mobile users now owning smartphones, and spending an average of five hours daily using them*, smartphone technology has certainly changed the way that we live and work. Mobile apps are now many people's go-to resource for local information, news, entertainment, communication, shopping and more. With their growing usage in the market, they've also become an increasingly important component for publishers as they look for new strategies to increase audience engagement and digital revenue. The speed and flexibility of mobile solutions continues to evolve right alongside the smartphones themselves.

Developing mobile solutions since 2008, Bar-Z Mobile Development has been at the forefront of these industry changes. The company offers a comprehensive mobile solution which includes native iOS and Android mobile apps, responsive websites and an online content management system. Bar-Z's platform has had several iterations through the years. The company shifted from its initial templated approach which minimized time to market, to an image-based home screen that focused on a more customizable look and feel. The newest iteration of the Bar-Z platform, known by this Texas company as the "Alamo Release", offers the ultimate combination of quick time to market, complete customization and flexibility designed to enhance revenue potential.

Bar-Z's *Alamo Release* offers a unique modular format, enabling publishers to showcase a variety of content types, listings, images and slideshows on a dynamic screen layout. Whereas the previous software featured a static, graphic-based interface that was limited to the size of the device screen, the *Alamo Release* offers a scrolling design that highlights content

without limits. Similar to the familiar scrolling of a website, the new app format offers extensive area "below the fold" to present breaking news, featured events, or top categories of content to users without the need to navigate further into the app.

The interface, content and layout can now be dynamically updated for on-the-fly changes offering publishers important benefits. Changes to the previous graphic-based interface required an app rebuild and resubmission to the app

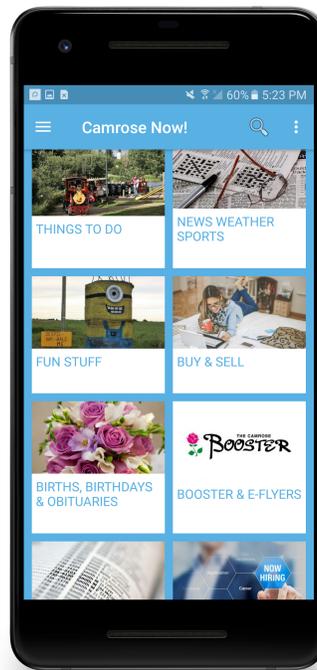
stores, limiting the ability to make major updates. The *Alamo Release* was designed from the ground up to support such flexibility. Bar-Z is ensuring that clients gain new benefits with the *Alamo Release* while not losing features that made their apps stand out, and thus, the platform still supports custom graphic screens for clients that would like to stick to their old design.

Bar-Z's *Alamo Release* has created a substantial impact on revenue opportunities. Dedicated "app-within-an-app" sections and sponsorship content can be added at any point to coincide with sales cycles, not an app development cycle. The platform's modular

"blocks" allow publishers to present content in a variety of shapes and sizes to fit the needs of each unique market or rate card. The *Alamo Release* has also introduced push notifications by topic, and additional banner, interstitial and native advertising options to maximize revenue potential.

If you are interested in exploring the new revenue potential of a best-in-class mobile solution, call Bar-Z. They can develop a mobile product that you will be proud to introduce to your market. Contact them at 512-732-0135 or info@bar-z.com.

*Sources: comScore, February 2017, Flurry Analytics, March



OUR ASSOCIATE MEMBERS



MACPA Messenger

Enhance your **PRINT PRODUCT** with a new **MOBILE SOLUTION** from Bar-Z



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Does your day-to-day activities keep you from tackling that paperwork monster called **"THE DREADED CIRCULATION AUDIT?"**



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Saturation Mailers Coalition

SMC is a coalition of saturation program mailers, including free paper publishers, shared mailers and coupon envelope mailers, who share a common interest in maintaining fair and reasonable postal rates and regulations; law and postal policies that promote a viable, competitive and customer focused Postal Service; and a positive public image and response to mailed print advertising.



Donna Hanbery
Direct Dial: 612.340.9350
Fax: 612.340.9446
Email: Hanbery@hnclaw.com

Community Advertising System

Software that fits your business, your culture and your budget



Software Consulting Services, LLC
SCS builds trusted newspaper systems

100 LEVEL COURSES

TLI122 - Building Strong Relationships to Retain Even with Your Most

Demanding Customers

It cost 5 times as much effort to find a new customer as it does to keep one. Learn the keys to mastering business relationships even with your most difficult customers.

TLI128 - Once is Not Enough - Selling Customers on the Value of Frequency

Experts agree that frequency is the key to any successful advertising program. This course will examine how to overcome customer reluctance to making long term commitments and convince them to run regularly using current research into effective advertising. This class will show

you how to make both you and your advertisers successful with consistent advertising.

TLI143 - Positioning Your Product Against the Competition!

This session will demonstrate how to create a competitive matrix that will help prospects to see the value of your free paper versus other media. This is a powerful addition to your selling skills.

TLI145 - The Power of Why

Success doesn't come from what you do in life, it comes from Why you do it. It's those who start with why who always figure out the HOW! This powerful message could change the direction of your life and insure you get there successfully. There is a reason some people succeed while others fail, it all begins with your Why!

TLI146 - 5 Keys to Setting AND Achieving Your Goals

Experts say that the most successful people in the world have one thing in common "they set goals"! In this class learn a simple easy to apply method of setting and attaining your goals to ensure you achieve what you want in your life.

TLI190 - Advertising Sales Professionals Open Forum

Do you have questions about selling advertising? Here is your chance to join in this Q & A session with members of the TLI faculty. This roundtable discussion is your chance to "pick the brains" of experienced sales trainers and get the answers you need to become a more effective sales person.

NEWEST EDUCATIONAL OFFERING!



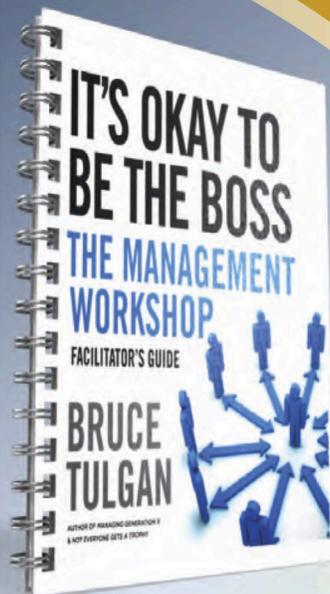
The Leadership Institute

PROFESSIONAL DEVELOPMENT PROGRAMS

EFFECTIVE HANDS-ON MANAGEMENT SKILLS

Workshop developed by the author of *Managing Generation X and Not Everyone Gets a Trophy...*

**BRUCE
TULGAN**



REGISTER NOW!

Limited Seating Available

(\$60.00 Materials & Registration Fee)

The Leadership Institute (TLI) and AFCP are offering this 6 class sequence designed to provide participants with the knowledge to be more effective hands-on managers.

Successful completion of all 6 sessions while at the Baltimore conference will earn participants a professional development certificate from The Leadership Institute as well as receiving credits toward obtaining the advanced certification from AFCP as a Certified Advertising Executive (CAE).



For More Information Contact:

AFCP Office at 877-203-2327

Class Registration will be part of your normal conference registration...but hurry as seating is limited!

200 LEVEL COURSES

TLI217 - Holding an Effective Meeting

Learn to run meetings that are interesting, informative and inspirational. Gain a wealth of practical advice on planning, running and getting the most from your staff meetings.

TLI232 - "Riding Shotgun" Maximizing the Field Ride Experience

Salesperson/manager ride-alongs are common practice, almost everyone reading this has participated in one, either from the driver's seat, or as a shotgun-riding manager, so how do sales organizations get the most out of these interactions? During this session learn why this direct observation and feedback is invaluable to managers and sales associate, how it's a real slice-of-life example in lieu of viewing staged role playing; and finally, if done right the ride opens a psychological partnership between sellers and managers.

TLI237 - Going Native!

In today's busy world "content is king!"

This course will show you how to sell and produce sponsored content and advertorial features into your publication even if you do not have an editorial staff. This "native content" will drive readership of your publication while adding revenue to your bottom line.

TLI238 - 10 Ways to Retain Great Employees

Retention and turnover are the 2 biggest challenges organizations face TODAY. Turnover is a debilitating disease and retention of top employees is at the core of your organizations success. Learn easy to practice guidelines, new approaches and proven methods for avoiding turnover and retaining top talent in these competitive, challenging times.

TLI240 - Presenting & Recommending to National & Small Advertisers

Whether you're in a boardroom presenting to a National Account or you are in front of a "Mom and Pop" advertiser, presenting the right product and recommending the right program is critical! If you want to retain accounts, ensure maximum response, and provide the most cost effective advertising vehicle, this class is for you! Class includes tried and true methods to keep your account active long after the sale!

TLI241 - High Impact Sales Presentations

This session details simple techniques to "frame" your sales presentation so that your customers will understand your publication's value proposition and be motivated to take action.

TLI290 - Advertising Sales Management Forum

Do you have questions about managing an advertising sales team? Here is your chance to join in this Q & A session with members of the TLI faculty. This roundtable discussion is your chance to "pick the brains" of experienced sales trainers and get the answers you need to become a more effective advertising sales manager.

400 LEVEL PROGRAM

TLI 400 - Engagement Selling Program (ESP) (6 Sessions)

The Engagement Selling Program (ESP) will walk participants through a six session sequence relating to the skills and knowledge components required to become an advertising consultant as opposed to focusing on order taking. The program objectives focus on improving the effectiveness of the marketing plans developed for clients through

better needs assessment, advertising design and program planning.

500 LEVEL WORKSHOP

TLI 500 - Hands-On Management Workshop (6 Sessions)

The Effective Hands-on Management Certificate Program is developed around the IT'S OKAY TO BE THE BOSS - Management Workshop developed by Bruce Tulgan, author of the must read business book Not Everyone Gets A Trophy. Skill and techniques required for building relationships, delegating, employee focus and performance modification will be presented over the six sessions. This program will provide practical applications to use back at the office as well as the professional distinction of being awarded their Professional Development Certificate for Effective Hands-on Management.

TLI's NEWEST EDUCATIONAL OFFERING!

The Leadership Institute

PROFESSIONAL DEVELOPMENT PROGRAMS

ENGAGEMENT SELLING CERTIFICATE PROGRAM

REGISTER NOW!

Limited Seating Available

(\$25.00 Registration Fee)

The Leadership Institute (TLI) and AFCP have put together this 6 class sequence designed to provide advertising sales professionals the key selling skills to master this Engagement Selling Program (ESP).

Successful completion of all 6 sessions and the competency evaluation at the Baltimore conference will earn participants a professional development certificate from The Leadership Institute as well as fulfillment of the core course requirement component for earning their Associate Advertising Executive (AAE) certification from AFCP.

For More Information or To Register Contact:
AFCP at 877-203-2327
or email Loren Colburn at loren@afcp.org