TENNESSEE PRESS ASSOCIATION

Selling the Value of Your Newspaper • Selling Digital • Overcoming Objections

Earning Trusted Advisor Status

Oct. 17 JACKSON

Oct. 25 KNOXVILLE

Tennessee Press Association

ADVERTISING SEMINARS 2024

Register at www.tnpress.com. $70 per person.

Sessions

Earning Trusted Advisor Status with Clients: Connection and Sales EQ (emotional quality)

Montuori

John Montuori will present this session. John is the Director of New Business Development for WEHCO Media, Inc. He has over 20 years selling broadcast, print and digital advertising.

Selling Digital: Tips, Tricks and Ideas

This session is for daily and non-daily newspapers. Jarod Goenner is the Advertising Sales Manager for Local IQ and USA Today Network covering Tennessee and Alabama. He has over 17 years of media sales experience. Jarod will only present in Jackson. We will have a different presenter for the session in Knoxville.

Selling the Value of Your Newspaper and Overcoming Objections

Mark Millsap is the Executive Director of the Tennessee Press Association. He has over 29 years selling adveritising in newspapers.

Idea Sharing Session with $100 cash prize

Plan to bring and share your best revenue-generating ideas. There will be a cash prize for the winner of the idea exchange and participants will get proven ideas to take back to your newspaper.

Schedule

9:45 a.m.	**Registration**
10:00 a.m.	**Earning Trusted Advisor Status**
10:45 a.m.	**Break**
10:55 a.m.	**Earning Trusted Advisor Status continued**
11:45 a.m.	**Lunch (included with registration)**
12:30 p.m.	**Selling Digital: Tips, Tricks and Ideas**
1:30 p.m.	**Break**
1:45 p.m.	**Selling the Value of Your Newspaper and Overcoming Objections**
2:30 p.m.	**Idea Exchange**
3:30 p.m.	**Adjourn**

Locations

Thursday, Oct. 17 in Jackson, TN
Greater Jackson Chamber
197 Auditorium Drive
Jackson, TN 38305

Friday, Oct. 25 in Knoxville, TN
UT-Knoxville College of Communication & Information
1345 Circle Park Drive
Room 402 G (Scripps Lab)

Parking information will be sent with your confirmation. We will be parking in Volunteer Hall Garage. This is .6 of a mile from the Communication Building. It will take 15 to 20 minutes to walk to the Communication Building. Please reach out to rgentile@tnpress.com with questions or if we need to find an accommodation.

Register at www.tnpress.com

Registration is $70 per person for staff of TPA members and associates. Registration is $100 for non-members. Register online through www.tnpress.com, at https://tinyurl.com/TPAseminar2024, or by email to rgentile@tnpress.com. Contact Tennessee Press Association at: (865) 584-5761, ext. 105 or by email to rgentile@tnpress.com.