

Welcome to IRMACON2024 Charlotte, NC



WEDNESDAY JUNE 12 2024

10:00 - 2:00 PM **IRMA Board of Directors Meeting** Plaza Boardroom

6:30 - 8:30 PM **Welcome to IRMACON2024**
Beer and wine, canapes and a pasta bar reception in Salon D

THURSDAY JUNE 13, 2024

9:00 - 9:15 AM **IRMACON2024: Opening Remarks**
Location: All Thursday sessions are in Salon A

9:15 - 10:15 AM **Member-Led Session: Hits and Misses**
Hosted by Lauren McKenney, *Saltscapes*

10:15 - 10:35 **COFFEE BREAK + Sponsor Minute with SFG**

10:35 - 11:40 AM **Keynote: What Ails You and How to Cure It**
With John Wilpers (Katahdin Media Management)

11:45 AM - 12:55 PM **IRMA LUNCHEON in 401 Social/QC Lounge**

1:00 - 2:00 PM **Keynote: The Food Section with Hanna Raskin**
With Hanna Raskin, Publisher and Editor, *The Food Section*

2:00 - 3:00 PM **Member-Led Panel: The Road to Reinvention: Redesigning Texas Highways**
With Andrea Lin, Mark Marhorsky, Emily Stone, *Texas Highways*

3:00 - 3:20 PM **COFFEE BREAK + Sponsor Minute with Cummings Printing**

3:20 - 4:20 PM **Member-Led Panel: Great PR for Magazine Teams: Earning Media on a Shoestring**
With Errol Laborde (*Louisiana Life*), Michelle Kelly (*Cottage Life*), Peggy Scott Laborde (WYES-TV), Robert Stieve (*Arizona Highways*)

4:20 PM - 5:15 PM **Member-Led Session: Roundtable Discussions**
Table Hosts: Manu Keggenhoff (Yukon, North of Ordinary), Kelly Mero (Arizona Highways), Emily Stone (Texas Highways)

5:15 PM - 6:30 PM **Unplugged Time**
Do your own thing, or join a group in the hotel lounge.

7:00 - 9:00 PM **Unplugged Dinners**
Join a group & give one of Charlotte's many exciting restaurants a try.

9:00 - 11:00 PM **IRMACON After Hours**
401 Social is open daily from 5:00-11:00 PM

THANK YOU TO OUR SPONSORS



Welcome to IRMACON2024 Charlotte, NC



FRIDAY JUNE 14, 2024

9:00 - 9:05 AM

IRMACON2024: Welcome to Day 2!

*Location: All Friday sessions are in **Salon A***

9:05 - 9:35 AM

Keynote: So, I Bought A (Sixty-Year-Old, BELOVED, Outdoor) Magazine

Mike Rogge (Owner and Editor, *Mountain Gazette*) in conversation with Annie Stoltie (*Adirondack Life*). Pre-recorded.

9:35 - 10:35

Member-Led Session: Keeping Up with Editorial Design Trends - Inspo for Everyone

With Sarah D'Eugenio, *Texas Highways* and @arteditdesign

10:35 - 10:55 AM

COFFEE BREAK + Sponsor Minute with Specialized Fulfillment Services

10:55 - 11:30 AM

Keynote: How to Make Local Media Profitable

With Ted Williams, Entrepreneur-in-Residence, Queens Univ of Charlotte

11:30 - 1:30 PM

IRMA LUNCHEON AND AGM in Salon D

1:30 - 2:00 PM

Member-Led Session: From Curation to Connection: A renewed view of the role of magazines

With Käthe Lemon, *Avenue*. Pre-recorded.

2:00 - 3:00 PM

Member-Led Panel: The Secrets of Successful Anniversary Packages

With Ed Graves, Steve Gleydura and John McCauley (*New Mexico*), Alysha Vandertogt (*Cottage Life*) and Will Grunewald (*Down East*)

3:00 - 3:20 PM

COFFEE BREAK

3:20 - 4:30 PM

Member-Led Session: Magazine Show and Tell

Led by Nathan Gunter, *Oklahoma Today*

4:30 PM

Close of IRMACON2024

4:30 - 6:30 PM

Unplugged Time

7:00 - 9:30 PM

44th Annual IRMA Awards

*Location: **Salon A***



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