

**“The Multimedia Master Class”
A Two Part Webinar with Mike Blinder**

February 26th 2010

Track1 10:30am – noon &

Track2 1pm - 2:30pm

**“Ad Sales Survival”
Webinar with Mike Blinder**

March 5th 2010

10:30am - Noon

REGISTRATION IS REQUIRED.



It can be done! I've experienced it in hundreds of markets large and small at newspapers with varying history and cultures, worldwide. Newspaper's can make money with their Web sites, and the traditional sales people can sell it!

The process of adding web components to our existing day-to-day sales calls has to be simplified. The value propositions the web brings to advertisers must be made clear and easy to understand. The sales force needs to understand how much more they can benefit their advertisers by adopting a multimedia approach in their day-to-day tasks. More importantly, the sales people have to see how they can make money as well!

The Blinder Group is doing it all over the world! We're assisting in putting millions of dollars of new business on the books for our client newspapers. And, we're doing it by teaching the traditional sales reps to sell online!

This workshop reveals how we are doing it.

A handwritten signature in black ink, appearing to read "Mike Blinder".

Mike Blinder, President-The Blinder Group

"The Multimedia Master Class" is a concise, dynamic program that:

- Shows the latest trends in Web audience, revenue expectations and advertiser categories to target.
- Offers real-world examples of how newspapers of all sizes are making sizable increases in online revenue through more effective deployment of their Web assets.
- Reveals proven methods that enable and empower traditional advertising sales people and managers to offer online products for big dollars.

- Provides usable training materials and sales collateral that attendees can take away and start utilizing immediately.

The “Ad Sales Survival” Workshop

- is designed to offer an overview of what it takes to succeed in media sales, regardless of experience, market size or circulation. Much like last year this session will be very similar except Mike will expand on different methods of prospecting “new” business
- offers the novice as well as the senior manager the basic skills and systems to help close business. Attendees will learn techniques for building better customer rapport, uncovering customer needs, establishing improved relationships, identifying new prospects, closing more effectively, and establishing time management skills, as well as client retention tools.

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Part #1 10:30 – 12:00n:

“Hard Numbers”

Utilizing the latest information from local and national research, Mike Blinder will offer a concise overview of who our audience is. What they want. Which advertiser categories are the best to target, And, what you should be earning from your Web assets.

"Laying the Foundation"

Making reference to “best practices” from various sized markets, Mike Blinder will reference to the most effective methods of staff infrastructure, compensation, training and coaching to gain significant online revenue from your sites

Part #2 1:00 – 2:30pm

“What to Sell and How to Do it!”

Mike Blinder will reveal several recently deployed, highly successful Web sales programs that generated significant new online revenue for client newspapers. Attendees will take away exact methods of pricing and packaging for target advertiser categories, along with the actual sales materials used "in the field" to close new business. Examples will include:

Basic banner sales

Different-sized markets will be featured, each utilizing their traditional newspaper retail sales force to successfully sell their online banner inventory for extremely high CPM's, with long-term advertiser commitments, to local retail-based advertisers.

Converting TV advertisers to newspaper Web site clients

Various newspapers will be featured, each using their traditional sales force to gain new online revenue from regular local broadcast TV and cable advertisers using easy to implement online video solutions.

Yellow Page frontal assault

Huge successes will be revealed showing how new online revenue from new advertiser categories were captured from local Yellow Page advertisers. In some cases not only new Web revenue was created, but sizable new print dollars were achieved as well!

**“Ad Sales Survival”
Webinar with Mike Blinder
March 5th, 2010, 10:30am - Noon**

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The “Ad Sales Survival” Workshop includes information on:

- **Prospecting new business- “Different methods than 2009 session”**
Ways to find new customers from new advertiser categories and competing media.
- **Establishing business-to-business rapport**
Ten proven ways to develop a better relationship with your advertisers.
- **Making an effective ascertainment**
How to “surgically” extract the information we need to do business.
- **Closing more business**
Getting to a “yes” more easily and effectively.
- **Having the qualities of the best salespeople and managers**
What does it take to be the best at the art of sales?

2010 ONPA SPRING SYMPOSIUM

February 26, 2010

“The Multimedia Master Class”, A Two Track Webinar with Mike Blinder
Track #1 (MC1): 10:30am – noon : Track #2 (MC2) 1pm - 2:30pm

March 5th, 2010

“Ad Sales Survival” : Sales1: 10:30am – noon

REGISTRATION FORM

Please mail or fax to Julie Schmidt at ONPA by
Wednesday , February 24, 2010
FAX (503) 624-9811 • Phone (503) 624-6397, ext. 38
7150 SW Hampton St, Ste. 111, Portland OR 97223

- **Email address is REQUIRED FOR EACH ATTENDEE to receive webinar link and info.**
- **Fee for each track is \$25.00 per attendee: Non association members will pay \$35 per track.**

First Attendee: _____ \$25.00 / track

Phone: _____ **Email (required):** _____

Webinar Tracks MC1 MC2 Sales1

Additional Attendee: _____ \$25.00 / track

Phone: _____ **Email (required):** _____

Webinar Tracks MC1 MC2 Sales1

Additional Attendee: _____ \$25.00 / track

Phone: _____ **Email (required):** _____

Webinar Tracks MC1 MC2 Sales1

Non Association Attendee: _____ \$35.00 / track

Phone: _____ **Email (required):** _____

Webinar Tracks MC1 MC2 Sales1

Registration fee total: \$ _____

Newspaper: _____

Mailing Address: _____

Phone: _____ **Fax:** _____

Payment information:

Check

Please make checks payable to ONF (Oregon Newspapers Foundation)

VISA

Mastercard

Discover

Name on card (please print): _____

Card number & expiration: _____

Important information
2010 SPRING SYMPOSIUM
Friday, February 26th & March 5th 2010

Webinar questions and answers

What equipment will I need in order to attend the webinars?

You'll need a computer that's connected to the internet, and a telephone nearby. The number provided is not toll free. Both options will be available to listen via computer speakers or phone. We encourage listening via phone as there was some disturbance with computers speakers last year.

How will I attend the webinars?

By 2 pm on Thursday, February 25, 2010, ONPA will send instructions to all registered attendees via the email addresses provided on the registration form. Those instructions will include a web address, a telephone number, and access codes for the track(s) you'll be attending. You'll type the web address into your web browser and enter the access code, and you'll call the telephone number and enter that access code. You'll then be connected to both the visual and the audio portions of the webinar.

Will I be able to ask questions during the webinar?

Yes. The telephone connection will allow attendees to ask questions and participate.

What is not appropriate during the sessions?

During both training sessions please refrain from commenting on anything that does not pertain to the training session. Mike can see all dialogue in the comment box. Thank you.



About Mike Blinder

MIKE BLINDER knows media advertising sales like no one else. After becoming a well-known radio and television talent in Maine, he moved out from behind the microphone and camera to excel in media sales. Mike was quick to realize the importance of the newly emerging internet phenomenon, and soon launched the Internet Sales Division of a leading media group.

His career has grown exponentially since then, and Mike is now in high demand as a sales consultant for some of the world's most respected media companies. His unique approach to sales has been adopted by 50,000 businesses world wide, and his company, The Blinder Group, has helped them bring their products — both traditional and Web-based — to countless clients, established and new.

In the past decade alone, Mike and his team have provided "on-the-street training" to thousands of media reps, producing millions of dollars in sales. Mike's tried-and-true sales methods continue to provide winning results, even with rapid changes in technologies, and even in the most difficult economic conditions in living memory.