



***Executive-level Daily Deals Summit added  
as Sunday afternoon pre-conference bonus  
to Key Executives Mega-Conference***

A pre-conference executive-level summit on daily deals has been added – at no additional cost – to the agenda for the Key Executives Mega-Conference next month in San Antonio.

This two-hour session will be led by Matt Coen, president of Second Street Media Solutions. It is scheduled for **Sunday, Feb. 26, from 3:30 - 5:30 p.m.** Please note this in making your travel arrangements!

Many local media companies are bringing in substantial new revenue through their deals programs. At the same time, this space is evolving at a quick pace as new and more sustainable business models emerge. With the deals space projected to increase 149 percent over the next three years, now is the time to launch a platform or improve what you have. This summit has been specially prepared for senior level executives including CEOs, presidents, publishers and top VPs. Understand what your company needs to do from the highest levels to maximize this hot opportunity.

"I attended a two hour deals boot camp led by Matt Coen at Second Street Media last year that proved to be one of the best conference sessions of the year for me," said Jon K. Rust, co-president of Rust Communications and publisher of the Southeast Missourian. "I felt like I was back at Harvard Business School – it was that compelling. More importantly, I was able to go back and implement changes to our deals program that will set us up for strong growth in 2012. This is a high level summit – ideal for senior executives. I highly recommend it to my colleagues in the industry."