



WEBINAR SERIES



PLAN TO JOIN US FOR THESE UPCOMING WEBINARS ON ISSUES RELATED TO CATHOLIC PUBLISHING "BEST PRACTICES."

Building Community with Instagram

OCTOBER 8, 2019, 1 PM ET/10 AM PT

One of the anticipated "blessings" of social media was the potential for it to create new experiences of community. Many people are part of Facebook and LinkedIn groups which offer experiences based on common interests, activities, or associations. Marketers have tried to take advantage of various social media to create interest around authors and content since they first came on the scene. While marketers haven't completely broken the code, social media users have moved on to other platforms from Facebook to Instagram. So, how do we effectively create community with Instagram—an image-focused platform rather than a text-based one? Mana will help us better understand how to do that.

Your Presenter: *Mana Ionescu is the president of Chicago Digital Marketing company Lightspan Digital. She's been dubbed a marketing scientist for her focus on analytics-driven marketing, busting of digital marketing myths and "bringing out the sexy" even in brands that don't see themselves as such. Mana took the stage over 200 times in the past six years, as Kellogg Executive Education faculty and at large national conferences, from Techweek to SES, from Social Media Week to MPI TechCon, from Social Media Strategies Summit to Marketing Profs University and Pubcon. In 2014, Mana was awarded the "Chicago Woman Making History" Outstanding Entrepreneur Award by the City of Chicago Treasurer's Office.*

Doing Truth Online: Reshaping the Tenor of Catholic Conversation on Social Media

JANUARY 15, 2020, 1 PM ET/10 AM PT

In recent years, the ability of the Church to offer transformative witness in the modern world has been diminished not just by disheartening stories *about* the Church but by the quality of conversation *within* the Church—conversation that mirrors the polarization, falsehoods, outrage, and meanness of contemporary American life rather than modeling an alternative. On the job and off, those of us working in the field

of Catholic publishing can play an important role in reshaping the tenor of Catholic dialogue on social media. We'll talk about best practices derived from the fields of negotiation and conflict science that can help us to influence the Catholic presence online in more healthy directions.

Your Presenter: *Ann Garrido is an Associate Professor of Homiletics at Aquinas Institute of Theology and a communications specialist at Triad Consulting Group. She is the author of the award-winning book Redeeming Conflict and the forthcoming Let's Talk About Truth: A Guide for Preachers, Teachers, and Other Catholic Leaders in a World of Doubt and Discord.*

Strategies on Direct-to-Consumer/ Business-to-Consumer Sales

APRIL 7, 2020, 1 PM ET/10 AM PT

The days of bookstores and retail outlets being your top purchasers are long over and giants like Amazon and Ingram are the main players in the game. But one of the side effects of this purchasing evolution was the power that was placed in the hands of the individual consumer. They expect and want more and it's up to us to provide it. What strategies should we implement to reach out to customers directly through our websites, email lists, and direct mail campaigns? What strategies are on the way out and what are the new "best practices"?

Your Presenter: *TBD*

Structure and Strategies to Spur Better Sales Efforts

JULY 7, 2020, 1 PM ET/10 AM PT

Sales are at the heart of every publishing business. Whether you have in-house sales reps, contracted sales representatives, or a call-in center, every publisher can improve their techniques. What are the current "best practices"? What is the best way to structure your sales staff to get the best results? What techniques get the best return-on-investment?

Your presenter: *Lynn Klika*

Register online at www.CatholicPublishers.org.