Robots That Don't Suck

Make room for ARTIFICIAL INTELLIGENCE to boost your productivity and clean up your environment.
In this issue of Signature
MAY+JUNE 2022

ROBOTS THAT DON’T SUCK
It’s here. It’s now. Artificial intelligence can change the way you publish content — if you let it.
BY CARLA KALOGERIDIS

DON’T FEAR THE ANGRY BIRDS
Associations can get powerful opportunities to display their values and learn from their members — they just have to embrace social media backlash.
BY THOMAS MARCETTI

WE’RE HERE TO AMP YOU UP!
AMPLIFY 2022 is for the doers (and thinkers too).
The AM&P Network’s Associations Council is committed to anti-racism and eliminating other prejudices, and to elevating equity in all areas of our community. Read the full statement at https://bit.ly/associations-council-dei.

Submit letters to the editor by email to carla@kalomedia.com.
“Some publishers recognize the efficiencies and consistencies that AI can bring, but they aren’t completely sold on the ethics of it.”

— T.S. Eliot

“People are going to talk about you with you; they aren’t going to talk about you at all; or they aren’t going to become irrelevant.”

— Christina Folz

“DEI is something that should rest with all members of the team. We all have a part to play in it. Media people should never be afraid to overlay what we know about our craft with other people’s work.”

— Stacy Brooks Whatley

“Most editors are failed writers — but so are most writers.”

— T.S. Eliot
IT’S HERE. IT’S NOW. ARTIFICIAL INTELLIGENCE CAN CHANGE THE WAY YOU PUBLISH CONTENT — IF YOU LET IT.

BY CARLA KALOGERIDIS
You might not think you’re ready — or even need it — but artificial intelligence is going to impact your association’s communications and publishing activities sooner than you realize. No, we’re not talking about human-clone robots sitting at the desk where your flesh-and-blood colleague used to work. Think behind-the-scenes technology that helps you work smarter and much more efficiently.

“In the not-too-distant future, artificial intelligence and smart technology will fundamentally change the way organizations process and publish content,” says David Brake, COO of PageMajik, an end-to-end integrated editorial and production publishing platform that uses smart technology and artificial intelligence to execute routine, tedious tasks that impede publishing workflows. Brake is an experienced publishing professional having held editorial and management positions at Pearson, McGraw-Hill, and Time Warner, and he
has a keen interest in using technology to make the publishing process more efficient. “Some people in our industry have already welcomed AI,” he says. “Others find it mysterious and slightly unsettling. But that’s normal with most newer technologies. It’s going to take some time for the more cautious publishing professionals to experiment with it and see how it can impact their work.”

Applications in Publishing
Brake says that over the last couple of years, he and his colleagues have asked hundreds of people in the publishing industry to tell them about the most tedious, repetitive tasks in their workflows. “Some of the most tedious tasks an association team does are some of the most important ones,” he points out. “We’ve also asked these publishing professionals how they generate and distribute project-specific information — data collected from a source at one point in a workflow that is needed by other role players downstream in that workflow. Some of the stories we’ve gathered paint a gloomy picture of current-state practices.”

What would make your list of the most tedious, repetitive tasks in publishing? What are the challenges of generating and distributing project-specific information? Brake’s list, assembled from his conversations, includes:

+ Processing article proposals and peer reviews
+ Trafficking and tracking illustrations, photographs, media, and the associated metadata, including rights and permissions
+ Sending publishing agreements and contracts to authors, contributors, and organizations owning the reproduction rights for specific content
+ Author/volunteer management, including:
  - Emailing guidelines and instructions
  - Setting schedules and deadlines and following up with people when those deadlines are close or missed
  - Giving authors and writers access to related content that could be used in their original work
  - Checking author submissions to ensure that all the necessary parts and pieces are there, accounted for, and properly formatted
  - Responding to author queries
+ Finding the right versions of things that have been submitted, revised, and submitted again and again
+ Reading and interpreting expert, peer, and market reviews to ensure that the published product will meet standards of quality or achieve some degree of competitive advantage
+ Preparing management reports on the status of things

“The list goes on, but the big picture is clear,” says Brake. “Everything on the list is important, and many of them can delay a publication date or compromise the quality of a finished product. Every item on the list can be tedious and repetitive, something most people in our industry have accepted as normal and part of the cost of doing business.”

Most of these tasks are time sensitive, and many of them involve data collection that requires some action by others in your publishing ecosystem. Brake says a combination of narrow AI and smart technology that automates a human-driven process could play a big role in association magazines, newsletters, books, videos, etc.

For example, Brake says consider the specific tasks related to author management in book publishing. Typically, a publisher emails various documents to an author such as guidelines, contracts, schedules, manuscript submission requirements, peer reviews, etc. The author then acts upon that information.

“In a perfect world, the author follows instructions, meets the deadlines, and submits high-quality work in a format acceptable to the publisher,” says Brake. “In the real world, however, most authors do not operate this way. To be fair to authors, publishers require them to do a lot of necessary things that are outside of their comfort zone. Writing the content may be the easiest part. Handling permissions, creating art logs, tracking versions, following guidelines that can seem confusing to a non-publisher, and submitting it all on time … that’s something else.”
In a discussion about AI and publishing, it’s helpful to establish some common ground around definitions and terminology. “Experts debate the theoretical categories and classification of AI,” says David Brake, COO of PageMajik. “Some argue there are two categories, while others propose as many as six. From a functional what-does-it-mean-in-our-everyday-lives perspective, I favor two categories.”

Brake says the sexiest of the two is artificial general intelligence or AGI. “This is sometimes called ‘strong AI,’ and thanks to Hollywood, it has often been given a dystopian depiction in movies like The Terminator, The Matrix, and RoboCop,” he says. “AGI is focused on machines that mimic human beings by employing reasoning, learning, and situational awareness to solve a problem. We’ll leave AGI to Hollywood’s vision of the future. Most experts agree we’re a long way from having AGI integrated into our daily lives.”

The other category of artificial intelligence is narrow AI, and it is everywhere, Brake says, weaving itself into our daily lives in ways we appreciate but don’t often think about. Narrow AI functions in a limited fashion and is an approximate simulation of human intelligence, performing a single task better, faster, and more efficiently than a human being.

“Unlike AGI, narrow AI, with its focus on performing specific tasks, is the best real-world expression of artificial intelligence we have seen so far,” Brake says. “Narrow AI continues to evolve as entrepreneurs and innovators find new ways to make it beneficial in our daily lives.”

In fact, you’ve likely already been exposed to narrow AI. “If you’ve asked Alexa or Siri for a weather report, to play your favorite music, or what year the Gutenberg printing press was invented, you’ve experienced narrow AI. If you’ve considered a movie recommendation from Netflix or clicked on a product recommendation while shopping on Amazon, you’ve experienced narrow AI. Search engines, chatbots, facial recognition software, autonomous vehicles, and industrial robots are all examples of narrow AI,” Brake explains.

Smart technology is part of the equation as well. Brake says smart technology is typically identified with the Internet of Things (IoT), but he bends the definition a bit. “Generally, it involves an electronic device that uses the Internet to gather and analyze data from a source — some ‘thing’ in your home or business environment,” he says. Examples of smart technology include shipping container logistics tracking, inventory trackers, wearable health monitors, and connected home appliances.

As British technologist Kevin Ashton, and creator of the term Internet of Things, puts it: “What the Internet of Things is really about is information technology that can gather its own information. Often, what it does with that information is not tell a human being something — it [just] does something.”

“There is an overlap between narrow AI and smart technology, making it hard to tell where one begins and the other ends or how they work together,” Brake says. “Rather than articulating the difference in a particular use-case scenario, think of them as related and with a common goal to simplify things.”
Brake says publishers compensate by sending more emails, some providing clarification, some requesting additional information or tasks, and some to remind authors of impending deadlines. “At the same time, the publisher is providing critical updates to others in the workflow required to act on information from the author. That is one definition of tedious and repetitive,” he says.

“If you imagine the roles of all the players in a publishing workflow as both a source of data and someone who acts upon data, you’ve taken a step toward recognizing narrow AI and smart technologies as a solution,” he continues. “By automating the exchange of data and using a technology that acts upon that data on a role player’s behalf, you’ve put both feet in the water.”

An AI editorial system could operate based on workflows and role players, allowing the publisher to set up a workflow, assign and monitor role-player tasks, and automatically process information from a data source into something that is essential downstream.

“For an author, this means having a portal where all relevant project information is available to act upon,” explains Brake. “‘Smart’ emails remind them of deadlines and are configured to respond to author actions. Content can be submitted, checked for completeness, and automatically tagged. A well-designed AI publishing system can handle 70% of the work typically performed by a human.”

For example, what if AI edited all the editorial submissions you receive to your association’s style guide? That could be a tremendous help and timesaver.

Brake says if you ask your team which tasks they find tedious and repetitive and what information needs to be gathered and acted upon, you can see how narrow AI and smart technology could make a difference. His own work in the field with 5,000 authors and contributors has yielded quite a bit of evidence of what happens to publication cycles, P&Ls, product quality, and team morale when people can leave the tedious, repetitive stuff to technology... it all improves.

“Will there come a day when AGI — the sexier of the two AI categories — can introduce a roboauthor or roboeditor to the workforce?” asks Brake. “Probably, but most people reading this will have long retired before that kind of AI becomes as commonplace as a weather report from Siri.”

The Ethics of AI
As the saying goes: Just because you can, doesn’t mean you should.

“Some publishers recognize the efficiencies and consistencies that AI can bring, but they aren’t completely sold on the ethics of it in certain types of work,” says Paul Lekas, senior vice president, global public policy, for SIIA, an association focused on driving innovation across the world’s information industries and the parent organization of AM&P Network.

“The biases of the programmer become the biases of the AI,” he says. “I see a role for it on the back end, but some publishers may be concerned about the ethics of AI for content generation. AI can help publishers generate content, but the ethical questions come in when AI is doing something that humans should be doing. You might use AI to generate a first draft, but there’s the potential for unintended bias if you don’t bring in a human to finish it up.”

Lekas says publishers considering AI technology must make sure they understand how the models work and what they rely upon. “The AI-generated data or content might not be a reflection of the universe of experiences out there,” he says. “The technology must be sufficiently nuanced to reflect diversity.”

For example, Lekas says there might be underlying biases in the data or algorithms the AI is using or certain embedded assumptions that a human could have questioned. “AI might output data based on assumptions that are biased,” Lekas says. “AI cannot exercise judgment or create opinion or commentary. AI cannot replicate the human consciousness. If AI is used in content generation, there has to be a human checkpoint. Publishers must think about the effects of AI if the messages turn out to be problematic.”
Another potential ethical concern, he says, is around AI and privacy. “AI may be relying on datasets of personal information where the individuals have not consented to its use,” he points out.

Is it likely that one day, publishers might rely more on machines than humans? “The concern would be that machines might replace voices and writers,” Lekas says, “and for associations, that would be a real ethical issue because members join associations for their thought leadership and the organization’s voice in the industry. Members want content from an individual who has thought about it and done the research. Can you trust machine-generated research? Is the computer relying on data that is correct, sifting through what is acceptable and what is not?”

Lekas says there is a big move in the information industry toward more explainable AI, but not everyone is following the same rules. “The advances in AI have been extraordinary,” he says. “For associations, the question is, where can AI be helpful, and where should we exercise caution? You have to pick the right provider. The creators of AI tools have to be able to explain the tool, how it works, and how they address potential biases.”

Brake sees AI as useful for natural language processing but agrees there are ethical questions to consider. “You can have multiple content contributors with their individual styles all contributing to one book, for example. If you wanted all the content written in an Ernest Hemingway style, AI can create a stylistic overview of Ernest Hemingway and rewrite all the content contributed by various authors in that one style. The book would read better, but is that right? Is content rewritten by AI OK?”

On the other hand, he asks, “What if AI could do a forensic review of all content submitted to your association? AI could help you identify plagiarism. It could help you identify unattributed technical content and find out who the content was really written by. AI can check rights and permissions as well as accessibility.” This could have incredible value in STEM and peer-reviewed content and actually help increase the ethics of an association’s publishing activities to make sure everything the association publishes is properly attributed.

Another application is in interactive newsletters, Brake says, where the AI technology builds in opportunities for people to react. “Interactive newsletters could be big for associations,” he says. “Instead of associations making decisions based on the more vocal members, AI could foster a deeper community engagement by more accurately measuring the sentiment of all members and gathering more inclusive, evidence-based use data to inform the association’s decisions. AI can help make your publishing a more democratic and transparent process.”

AI can also help with marketing. “What if you use AI to test a book concept before it is written and released to the marketplace?” Brake asks. “You could actually predict an idea’s market acceptance before moving ahead with the project and potentially save yourself a lot of wasted resources.”

At this point, Brake says AI is about 80–90% accurate. “What part of your work can AI safely take over? That’s the question association publishers should be asking. And when you ask it, realize that AI can help with ideation, editorial development, editorial production, and marketing. Association publishers should look at all the challenges they have in creating content and ask how AI can help. The AI that’s available right now can reduce the number of user touches on manuscripts, and that shortens production time, cuts back on human hours, increases productivity, and frees up staff to spend more time on meaningful things for their members.”

Interested in continuing this discussion? Tune in to Signature Live! on Aug. 11 at 2 p.m. to hear more from this story’s interviewees, ask questions, and share your thoughts on AI in publishing.

Carla Kalogeridis is publisher and editorial director of Signature and has a nice to-do list waiting for her roboeditor — if he shows up in her lifetime.
AMPLIFY 2022 IS FOR THE DOERS (AND THINKERS TOO).

Who will you find at AM&P Network’s premier event? Media and publishing practitioners who work in B2B, association, niche, and subscription publishing: editors, content creators, marketing managers, journalists, copywriters, and designers. Join them for two packed days of headliners, peer-to-peer learning, and special events (not to mention the EXCEL Awards Gala!) in an inclusive, friendly environment. Find your people, be inspired, then take action.

To attend AMPLIFY, you must show proof of full vaccination. Masks are required to be worn by all event participants.

For the full COVID policy, visit: https://bit.ly/3uRGivT
MISSION CRITICAL
Social Good as a Core Business Principle

In this Lessons from an Industry Leader, Brief Media CEO and Founder Elizabeth Green will share insights on how investing in the success and well-being of others—from mentoring local entrepreneurs to traveling the world to eradicate disease with the Mission Rabies project—also translates to business success.

Why do you think a focus on social good can be a hard sell for some business leaders?
**Green:** As business leaders, we know the importance of building sustainable, profitable organizations. I think there were many leaders in the past who believed investing in profitability or social good was a trade-off.

My experience is that focus on company goals and social good are able to co-exist and go hand-in-hand. At Brief Media, we found a social cause directly connected to our purpose of caring for veterinarians that allows us to use our veterinary knowledge to save human lives. Not only have our staff members directly participated in our Mission Rabies drives in Africa and India, but we also always have a waiting list of audience members willing to participate. Connecting employees to purpose and social causes is extremely important in building a strong culture and high retention.

From a business perspective, how has the importance of social good changed in the past 5 or 10 years?
There has been a gradual, yet constant, focus on social good over the past decade as more companies join the ranks of Patagonia and become B-corps (benefit corporations.) However, in this era of the Great Resignation, the rate of change and the necessity of social purpose to retain employees have accelerated dramatically since the pandemic. Previously, companies focused on social good were more hip and cool. Today, it is becoming essential to attract younger generations of employees.

Associations tend to worry that taking on social issues will make them appear political, possibly alienating members and potential members. What would you say to them?
Although our selection process was more serendipitous than formal, the cause—using rabies vaccination drives to reduce human mortality by 95% in high-risk areas of Africa and India—was one that easily aligned with our corporate purpose. Perhaps associations can call on their membership to participate in identifying and selecting a cause or causes to support. Every individual has a cause important to them; selecting one that has universal benefit to a group is certainly more challenging. These organizations have great influence and capacity to make a difference. I hope no one ever stands on the sidelines of social good in order to avoid conflict.

What are some ways to share the good work you or other members of the organization are doing with members or stakeholders?
Our staff and audience members are enthusiastic supporters for our cause. No different than other parts of our business, we share the achievements and numbers from each drive. In addition to internal communication, we have utilized local and national media outlets, as well as organizations such as Rotary to share the results of our work.

Last year, one of the areas in India we supported was declared rabies-free—no human deaths caused by this incurable disease. More importantly, we share the life-changing experiences from those who participate. These are truly priceless.
WE ARE THE CHANGE MAKERS

How Association Pros Are Driving Multilevel DEI Progress

As communicators and content creators, sometimes the most effective change we can make is through language. The AM&P Network community is brimming with people who individually and collectively make DEI change and progress through the work they do every day.

Hosted by incoming Associations Council President and director, marketing, and communications and editor-in-chief, The Physiologist Magazine at American Physiological Society Stacy Brooks Whatley, hear from several AM&P Network leaders who have shown proven and meaningful progress on the front lines of DEI change.

Aside from the makeup of our audience, why is it important to focus on the roles media professionals can play in making these kinds of changes?

Whatley: As media professionals, it’s sometimes easy or feels expected that we’ll take our cues from other people in the organization. Other departments or teams are creating initiatives or programs, and we’re creating talking points and media kits for that.

DEI is something that should rest with all members of the team. We all have a part to play in it. Media people should never be afraid to overlay what we know about our craft with other people’s work.

If certain messages and sensitivities don’t come from the department producing the initiative, we need to be empowered to be the voice for our audience, showcase the importance of how to pick the right words, develop the right messages, and help advance the important discussions.

How does this panel and the work it’s highlighting fit into the discussions and goals of the Associations Council and advisory board?

DEI is such a major priority for the AM&P Network and the Associations Council especially. When we started the Equity Award, it felt like a major step; to be able to recognize our community with a network-wide award is great.

This panel is another way to reinforce that commitment. Looking through Equity Award nominees, it was amazing to
see so much great work being done. Many groups are having major successes, some are having success that’s major for them. There much to learn from these groups. So that’s what we decided to do.

Over the years, we’ve brought in speakers on various aspects of DEI — people who have brought great advice, important perspectives. With this panel, we’re tapping our own people. Not only are we learning from each other, we’re also rededicating our support of DEI.

It’s not just something that’s important to some of us, something we should be talking about. It’s something our fellow members are doing. Our peers in Associations Council are changing our industry. They are going to share with us how they’re doing it.

It’s very exciting to be able to showcase the high-level talent and high-caliber people making a difference in our community. We are lucky to be able to learn from each other like this.

The first place we looked to find organizations doing great work in the DEI space was in the entries to last year’s Equity Award program. There were so many wonderful programs and amazing success stories, though a few stood out, and they will be part of our panel.

+ **Dr. Bibiana Campos Seijo**, vice president of C&EN Media Group and editor in chief, *C&EN*, American Chemical Society. I love how under her direction *C&EN* has, in many ways, led the rest of the American Chemical Society by frequently covering DEIR (Diversity, Equity, and Inclusion in Research) in their publication. I also think it’s brilliant that this is a concerted effort to better educate the *C&EN* journalist corp on diversity and sensitivity. It seems as though they’ve managed to center making the DEIR ethos an imperative for the whole team despite receiving pushback from certain subsets of readers. I think this narrative will resonate with the publishers and EICs in the room.

+ **Eric Randall, MBA, editor in chief, New York State School Boards Association.** I’m impressed with the commitment to include DEI topics and articles in every issue of their newspaper. With 670 member school boards, I imagine they have an extremely wide reach in the state and influence the discussion around DEI in their space.

+ **Billy Williams, executive vice president for ethics, diversity, and inclusion, American Geophysical Union.** AGU is an acknowledged leader in DEI among associations and has accomplished significant change and progress on DEI issues in their community. And obviously, because AGU won the inaugural award, I think our community will be very interested in hearing about the lessons they’ve learned.
WEDNESDAY, JUNE 22

KEYNOTE: DR. CHHAVI CHAUHAN

Mission Critical: Social Good as a Core Business Principle
Gain inspiration and ideas to further your own career and publishing efforts with a focus on social good as a core business principle during this keynote talk followed by Q&A.

10 A.M. BLOCK

Podcast Away! Lessons in Monetization and Storytelling From Our Leading Podcasts
It used to be said that everyone has a story. Now it seems like everyone has a podcast. But not all podcasts tell their stories as well as they could, and not all monetize with sponsorships or mid-roll and pre-roll ads.

Speakers:
+ Blake Althen, co-owner and producer, Human Factor
+ Jeff Lenard, vice president, strategic industry initiatives, NACS
+ Kat Shamapande, director, professional development, National Association of Surety Bond Producers

Did I Just Say That? Finding Inclusive Language Alternatives to Familiar Terms/Phrases
Are you up-to-date on the latest trends, discussions, and terms related to language that supports DEI efforts? As writers, editors, and publishing professionals, these presenters will speak to how associations can use inclusive language in their writing and other communications efforts.

Speakers:
+ Nicole B. Racadag, MSJ, team lead, publications, American College of Radiology
+ Kelley Butler, director, content marketing, Businessolver
+ Jenny Peng, senior publisher, Oxford University Press
+ Damita Snow, CAE, senior manager for publishing Technologies, American Society of Civil Engineers

Community Roundtables
Enjoy some real talk with your peers covering many of today’s hot topics including revenue generation, content strategy, DEI work, and more.

11 A.M. BLOCK

Why Should I Write for You? Turning Authors and Contributors into Champions and Promoters
How do you convince busy professionals to commit to writing for you? From articles to books, digital, and print, what are the magic words that describe the personal ROI to potential authors and speakers?

Speakers:
+ Alison Lake, team lead, content acquisitions, Bloomberg Law
+ Michaela Brennan, legal content editor, education, American Association for Justice
+ Rob Anderson, senior director of publishing, American Health Law Association

How Publishing Skills Can Make Associations More Successful
As an editor, you learn to know what audiences need so you can publish content they will read and use. Guess what? The rest of the association also creates and publishes content. Your knowledge and skills would make a significant difference in all of the association’s content!

Speakers:
+ Hilary Marsh, founder, chief content and digital strategist, Content Company
+ Stacey Moncrief, vice president, business communications and publishing, National Association of REALTORS*

Community Roundtables

SPECIAL EVENT

Industry Insights
Third-party data is out; first-party data is in. If you’re not gathering and using your first-party data, you’re going to get eaten for lunch. Join John Challice to hear how Hum lets associations and publishers use their first-party data to grow.

2 P.M. BLOCK

Cultural Shifts in the Marketing and Dissemination of Information
Experts from the publishing ethics domain will discuss the emerging nature of information outlets diverging from reliable and trustworthy to outright misleading.

Speakers:
+ Randy Townsend, director, publishing operations, Public Library of Science
+ Dr. Chhavi Chauhan, director of journal continuing medical education program, American Society for Investigative Pathology
Networking and EXCEL Award Gala and dinner
Spend this time making new connections and reconnecting with familiar faces. Then celebrate the 42nd Annual EXCEL Awards in person on June 22. What better way to close Day One of AMPLIFY than by celebrating excellence in association publishing and communications as we announce the 2022 class of EXCEL winners?
For a list of EXCEL finalists, visit: https://siia.net/excel/2022-excel-finalists.

THURSDAY, JUNE 23

KEYNOTE
We Are the Change Makers: How Association Pros Are Driving Multi-level DEI Progress
Hosted by incoming Associations Council President Stacy Brooks Whatley, hear from several AM&P Network leaders who have shown proven and meaningful progress on the front lines of DEI change.
Panelists:
+ Billy Williams, executive vice president for ethics, diversity, and inclusion for American Geophysical Union
+ Dr. Bibiana Campos Seijo, vice president of C&EN Media Group and editor in chief, C&EN, American Chemical Society
+ Eric D. Randall, MBA, editor in chief, New York State School Boards Association

How to Succeed With First-Party Data — Industry Dive’s Playbook
While the death of the third-party cookie coming in 2023 has some businesses scrambling, publishers can differentiate and future-proof their organization by prioritizing first-party data. Learn how Industry Dive uses first-party data to power both award-winning journalism and company revenue.
Speakers:
+ Davide Savenije, editor in chief, Industry Dive
+ Robin Re, vice president of marketing, Industry Dive

Strategic Content and Marketing Collaboration for the Win
Collaborating with creative partners is one powerful way for associations and brands to achieve greater success and visibility for their initiatives while providing value to their members. Learn strategies to deliver exceptional digital experiences that can inform, educate, and inspire members while fueling your organization’s growth.
Speakers:
+ Lisa Townsend, senior director, marketing & communications, Association of Community Cancer Centers
+ Sarah Gaydos, art director & data visualization specialist, Graphek

Community Roundtables
11 A.M. BLOCK

- **Antiracism Toolkit for Organizations**
The Antiracism Toolkit for Organizations provides tools for understanding institutionalized racism, broadening hiring and recruiting practices, working to correct bias, including historically excluded perspectives in decision-making, measuring the impact of DEI efforts, and creating affinity groups and mentorship programs.

  **Speakers:**
  + John Warren, professor, George Washington University Publishing Program
  + Erin Landis, managing director, Origin Editorial
  + Madelene Sutton, head of people and culture, AIP Publishing

- **Everyone Wants a Survey! But Do We Really Need One?**
Do you have questions you’re curious about regarding a large population? Questions you’d like to ask a small, specific group? Some people might automatically be drawn to surveys to address and gather information from multiple sources, but research methods are as flexible and diverse as the people you are collecting the information from.

  **Speakers:**
  + Jennifer Hajigeorgiou, director of content strategy, National Association of REALTORS®
  + Anna Schnerre, business insights research associate, National Association of REALTORS®

- **Community Roundtables**

SPECIAL EVENT

- **Eye on EXCELlence**
At the Eye on EXCELlence session, we’ll be celebrating two of our accomplished EXCEL award-winning entries. Featuring the representatives from the submitting associations, you’ll hear from a select group of industry panelists who will highlight the factors that put these two entries over the top.

  **Host:**
  + Ernie Achenbach, director, Unleashed Technologies

2 P.M. BLOCK

- **Rapid-Fire Ways to Amplify Your Event Marketing**
Hear from event marketing experts as they share quick tips and techniques to amp up your marketing efforts. This round-robin session will provide practical take-aways you can implement in your own event marketing.

  **Speakers:**
  + Veronica Purvis, associate executive director, Skin of Color Society
  + Jemilah Senter, vice president marketing communications, MCI USA

- **Incorporating Diversity, Equity, Inclusion, and Accessibility (DEIA) Into Your Magazine in a Purposeful Way**
Moving an association from diversity statements to demonstrable inclusion requires purposeful action, an openness to learn, and a willingness to reexamine processes. Discussion will cover accessible multimedia considerations to finding more diverse member sources, writers, and story ideas.

  **Speakers:**
  + Lilia LaGesse, creative & digital strategist – design and branding consultant
  + Melanie Padgett Powers, freelance editor and writer, MelEdits

- **Community Roundtables**

3 P.M. BLOCK

- **Connecting Through Social Media: The Power of Social for Niche Audiences**
Social media is a powerful tool in connecting the world together, and while managing an account can feel like swimming in a giant ocean, it doesn’t have to be. Yes’s director of social media will help teams build an understanding of the importance of social media and how they can make it work for them.

  **Speakers:**
  + Debbie Bates-Schrott, senior vice president, Yes
  + Nicole Glueckert, director of social media, Yes
  + Morgan Roth, chief communication strategy officer, EveryLife Foundation for Rare Diseases
  + Jennifer Martin, senior director of communications, Sugar Associations

- **Signature Live! Who Will Be the Next in Line?**
The inaugural Signature Live! event is in person at AMPLIFY 2022, covering the March–April cover story, “Who Will Be the Next in Line? A good succession plan isn’t just about long-term security — it’s about ongoing development and growth.”

  **Speakers:**
  + Carla Kalogeridis, publisher and editorial director, Signature
  + Thomas Marcetti, associate editor Signature
  + Tiffani R. Alexander, associate vice president, editorial strategy, Association of Corporate Counsel
  + Amy Repke, vice president, communications and marketing, Community Associations Institute

- **Community Roundtables**
Thanks to the AMPLIFY 2022 Partners, you have the chance to see and learn about the trends, technologies, and innovations in media and publishing. You can scout out specific needs your boss has in mind, or you might stumble across a solution for a pain point you didn’t realize you had.
FIND YOUR PEOPLE IN THE AM&P NETWORK ASSOCIATIONS COUNCIL!

We know how important it is to connect with peers, leaders and other professionals in the association space. AM&P Network’s Associations Council is a trusted, inclusive community that supports our peers, encouraging shared learning and idea sharing.

Benefits of the Associations Council:
- Signature magazine print and digital access
- Monthly virtual programs, including Lunch & Learn series
- AMPlify newsletter series
- Opportunity to earn CAE credits from online and in-person educational programming
- Members-only online community through Slack
- Original in-depth content across the media landscape
- Highly prestigious awards programs (EXCELS and Neals)

Additional benefits:
- NEW. AM&P Network’s 40 Minute Editorial Training Series. This 9-part series reviews the fundamentals of editorial and content strategies, from SEO to data journalism to newsletter strategy.
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