

PRE-REGISTRATION
DEADLINE

January 24, 2012

Email:
Advertising@mna.org



MNA ANNUAL CONVENTION
JANUARY 26-27th, 2012

The **BEST** Just Got **BETTER!**

Advertising Sales Session

Your Ideas Could Win You **CASH!**

First Place \$125

Fourth Place \$50

Second Place \$75

Fifth Place \$50

Third Place \$50

Sixth Place \$50

BACK BY POPULAR DEMAND!

All attendees are invited to register two (2) NEW revenue ideas per person, to be presented at the “The Best Just Got Better” session at the convention on Thursday morning. Each attendee will be allowed 4 minutes to explain their new revenue generating idea and answer any questions. Please make sure these are new & unique ideas. Each person in the session will receive a \$100,000 Grand candy bar. Upon the completion of the presentations, each person will “invest” their \$100,000 in the idea they feel is the very best.

Once the cash prizes have been awarded based on total “investments,” we will take the best ideas – AND MAKE THEM BETTER! Those attending the session will break into small groups and work together to determine ways to enhance the winning concepts to make them even more effective in generating new revenue. The IMPROVED top ideas from the small groups will then be presented to everyone. From this session you not only will take away great revenue ideas, you will find new tricks to improve the ideas you already have.

The session will be held Thursday, January 26, 2012 from 9:30 a.m. to 11:30 a.m.

The **BEST** Just Got **BETTER!**

THIS FORM MUST BE COMPLETED WITH EACH ENTRY

The following is a recap of a special project - print or online –created in the past year that was successful for our newspaper. If you have any questions, please contact the person listed below.

Name of Project _____

Newspaper _____ City _____

Contact Person _____

Phone _____ Email _____

Description of Project:

Distribution Method:

Advertisers Targeted:

Revenue Produced:

Anything you would do differently:

Additional information: