

## **When we asked Baltimore attendees this question in 2018...**

*If a publisher who has never attended an AFCP conference asked you why they should attend, what would your response be? The following are some of the actual responses we received:*

*Not only is it excellent training, but also you are able to learn from others and the vendors, and have time to find out what is currently happening in the industry. The Rising Star program allows for connection to the next generation in our business and to better understand the needs and motivations of this group. The motivational speakers give me wind beneath my wings to keep going and do even better at my job!.*

*It is a great opportunity to meet people from across the county who are as passionate about free community papers as you are.*

*The training is second to none. The ideas alone justify the cost. It will energize your staff.*

*It's the best in networking with others who understand our successes and failures. Great place to bounce ideas and develop contacts.*

*Because you can't afford not too! Just one conversation or training could change the way you do business or generate a new revenue stream that you are missing out on!.*

*The amount of knowledge you will gain will be vital to your company. The sessions are informative and help you look at common issues from several perspectives. The networking you do will give you a pool of people to lean on and learn from throughout the year.*

*The Conference is a very productive event packed into 3 days. A short time away to learn and network. You will get ideas and contacts to carry you through the entire year.*

*If you belong to the free paper industry, you don't want to miss the AFCP conference!*

*This is your way to solve issues that plague your everyday business (whether you realize you struggle or not). Also building a network of like minded people in your industry and not in your market that you can lean on throughout the year.*

*You are **guaranteed** to walk away with new ideas.*

*Ability to talk and share ideas and solutions with others in the same industry, facing the same situations.*

*In order to survive and grow, you have to invest in learning the latest trends affecting your industry.*

*Because of the opportunity to network and learn from your peers in the industry. The Shark Bank idea exchange was great because it was a fun way to learn about what others are doing and see if it will fit with our group.*

*Within reason, you will meet someone there who has solved a problem you have and is readily willing to share his/her solution.*

## **...and some Louisville 2017 responses to the same question:**

*It's one of the best ways to learn how to make more revenue and how not to make some mistakes at the same time.*

*It's amazing how "refreshed" you come back from an AFCP conference, ready to face your daily challenges. It really gets you out of the "rut" you probably don't even know you're in!*

*Every conference has reenergized me and always come back with fresh ideas and new vendors.*

*The vast amount of knowledge gained and the benefit of networking with others in your field. I left the conference energized and excited to implement things I learned at the conference to be stronger in my career.*

*What you can gain from getting to know other publishers from across the country is amazing. Throw on top of that the sessions, and you can't go away a loser!*

*You get a feel for what other people are doing in the industry. It's easy to get wrapped up in your own business and lose sight of what else is going on.*

*One can always learn--especially from the talented pool of people who make up AFCP*

*You will get to network with people from all over the country. They all provide a little different perspective than your immediate region of peers provide.*

*The energy and enthusiasm - and willingness to share - of other publishers and other participants - ranging from vendors to presenters - is outstanding.*

*It caters to free publications and some of their unique needs. I find that a lot of free publishers are fairly entrepreneurial, which sets them apart from those attending other conferences.*

*You'll meet a great group of folks and learn more in three days than you can imagine!*

*The networking opportunities at this conference make it worth every penny. Just one conversation with a new person could give you an idea that could dramatically improve your current business.*

*It is the best networking and idea-sharing conference I have ever been a part of!*

*It's a great way to surround yourself with like-minded individuals. The support, networking and ideas you can find are priceless. Plus they treat you well with good food and drinks.*

*Just like plumbers and electricians, we need to keep our education up on an annual basis. The conference gives us this as well as networking opportunities. When you have that next problem, you will have a source to help solve it. And, I haven't even told you about the trade show. . .*

## ...and some San Diego 2016 responses to the same question:

*if for no other reason than to meet fellow publishers and newspaper-ites who are experiencing the same things in life that you are... a collection of peers will ensure you are never alone in your pursuits... and you may just make some good friends along the way.*

*AFCP is like a big family. It is a wonderful group of people who truly care about their newspapers and employees. By putting them in the best position to be successful.*

*Your return on investment will be amazing. The friendships you make will be life long.*

*It's amazing how one little tidbit of information you have the chance of learning at an AFCP conference, can make a lot of difference in your organization at home.*

*If you want to learn about your business or have a problem you would like opinions from other publishers, this is the place to be!*

*Don't let your publication miss the boat..... The networking opportunities with other publishers and interaction with the vendors is very valuable and is definitely worthwhile!*

*Its great to get away form the office and sharpen your tools, pick up new ideas, exchange Ideas with others and most importantly, network!*

*Conference is helpful in learning the trends of where the industry is going and how we can remain relevant.*

*You will meet the friendliest most helpful people imaginable to inspire and encourage you in your business.*

*Because of the tools and information you can acquire from your peers, vendors and TLI classes are priceless! They will more than pay for your trip if you implement what you learn.*

*You meet so many new and interesting people in the business. You can learn something new from everyone you meet. Plus it is fun!*

*Because you will walk away with revenue/bottom line ideas you can implement immediately.*

*Because it brings together the very best our industry has to offer.*

*The information you will gain by attending so far outweighs anything else you could do with your time or money. Participation is priceless!*

*Because you can network with industry professionals and gain new ideas. You can make friends that you can stay in touch with after the conference to exchange ideas.*

*If you want to be inspired and gain some great networking opportunities...*

*To better understand the changes today in our industry, and to learn how others are adapting.*

*It helps you network and see the larger picture of our industry, instead of just doing the regular day to day and not seeing the growth we could be experiencing!*

## **...and some Savannah 2015 responses to the same question:**

*Being able to meet industry peers is key... forging long-lasting and beneficial relationships with them is up to you... put in the effort and you will see the rewards.*

*You walk away with endless new ideas to improve your staff/publication. Great training opportunities*

*There is so much information available. And the networking with other publishers is extremely beneficial!*

*It's an invaluable experience. You can network, see how other publications handle issues and successes, gain great ideas from the innovative ideas contest, TLI is wonderful and enlightening.*

*Great opportunity to network and realize the scope of the industry and how to improve what you do.*

*because its a great way to share ideas with like minded individuals, who may have new and innovative ways to help improve your business.*

*It shows free papers aren't dead. It's a great way to network with like-minded people. not sure.*

*You easily pay for it every time with the things you learn. Everybody is willing to share.*

*You will greatly benefit from the interaction with other publishers, the classes and the camaraderie.*

*Wow. Energy, creativity, networking, ideas galore, inspiration, innovation, and just generally speaking, you will come home and embrace your job and mission in your community.*

*Because there are always take-aways that can add money to your company the day you get back....if you're willing to implement them*

*You should attend this conference. When you return you will be recharged with at least TWO ideas to make your paper better, And, you will have new friends who are only a phone call away to help.*

*Because you meet some great people in the industry. Everyone shares thoughts, ideas, problems, successes and failures. You can learn something from every single one of them.*

*Because no one knows it all. Contacts among one's peers is always beneficial. You never know where good advice will come from.*

*To meet other publishers who share some of the same problems and successes as you because of the wealth of information offered, the networking opportunities and the importance of learning how to grow our business.*

*Because it is very informative there is a lot to learn and the networking is priceless. You get to talk to people in the business that aren't your competition and see how they are doing things in a different part of the country in your industry.*