

# **NEXT WAVE ENGAGEMENT**

*Publisher as P-CMO*

September 2017

**Publishers:**  
***Take On Marketing***

# Key Assumptions:

You have talented champions  
already in place:

- Executive Editor
- Advertising VP
- Business Manager / Controller
- Production VP / Point
- Digital VP
- Circulation / Audience Services VP

**P-CMO**

# Everyday Mission – We will:

- Communicate our value, benefits
- Promote our people, products, services, best efforts
- Advocate outstanding customer experiences
- Lead positive change
- Shape – via collaboration – the “New”
- Challenge boring

# Special Mission:

- Boosting the “Reimagining” of RTD Advertising
- Rebuild The Mass Audience

# Important Ad Angle

“The promise of advertising lies in understanding user connections and recognizing product connections.

We must foster a user-centric lens based on the understanding of authentic connections between the RTD brand and users and between the users themselves – not forced, manipulated, or engineered ones.”

# ALSO:

“Stop trying to sell our product. Think social first, product later. User connections are about precisely that: making people connect. They aren’t about selling. Get the first part right, though, and the second usually follows.”

*Inspiration from The Content Trap*



# **NEW CHAMP**

Chief Hammer Advancing (Insert Brand)  
Marketing, Publishing



[Directory](#)

[Recordings of Programs](#)

[Calendar](#)

[Programs & Events](#)

[Galleries](#)

[Boards & Bylaws](#)

[Committees & Policies](#)

[Membership](#)

[Dues](#)

[Donations](#)

[Contact](#)

[« Back to Events](#)

## Tom Silvestri

[iCal Import](#) [+ Google Calendar](#)

Event:  
Tom Silvestri  
Start:  
February 12, 2018 2:00 pm  
End:  
February 12, 2018 5:00 pm  
Category:  
Community  
Updated:  
August 2, 2017

Venue:  
The Woman's Club

Speaker: Tom Silvestri  
Chair: Lissy Bryan  
Vice-Chair: Martha Frickert

### CIVIL DISCOURSE IS TOUGH WORK: TEN LESSONS FROM THE MODERATOR OF RTD PUBLIC SQUARES

In 2005, the Richmond Times-Dispatch pioneered an acclaimed community-engagement initiative that fosters civic conversations on issues of major importance

**Wireless woes?  
Sprint  
has you  
covered.**



Interested in promoting your business with ChamberRVA? [Learn more](#)

## C-Suite 16 with Tom Silvestri, President & Publisher, Richmond Times-Dispatch

**Date:** September 7, 2017

**Time:** 5:30 PM - 7:30 PM EDT

**Website:** <http://www.chamberrva.com/programs/c-suite/>

[Register Now](#)

### Event Description:

Our first and second C-Suite16 series sold out within one day of their launch. Now we're offering Series III featuring three leaders, all with different backgrounds and personalities.

Each session will take place at the Chamber's new offices from 5:30 p.m. to 7:30 p.m. Registered participants will enjoy a short networking session followed by an authentic conversation with the featured C-Suite leader. Not only are these sessions a great way to learn from RVA's talented leadership pool, but also to cultivate relationships with one's peers.

Participation will be limited to the first 25 who register. The cost for each C-Suite session is \$30 and includes wine, beer & light snacks for the networking reception before the session with the C-Suite 16 leader. You can also purchase a subscription to all 3 sessions for \$75.

Share:       

[To Current Calendar](#)

### Location:

ChamberRVA (located in the SunTrust Center downtown)  
919 East Main Street, 17th Floor  
Richmond, VA 23219.

Parking is available for \$4 cash in our building deck (SunTrust Center).

[View a Map](#)

### Date/Time Information:

**September 7th, 2017**

5:30 p.m. to 6:00 p.m. - Networking reception among participants and invited leader

6:00 p.m. to 7:30 p.m. - Casual facilitated discussion with invited leader

### Contact Information:

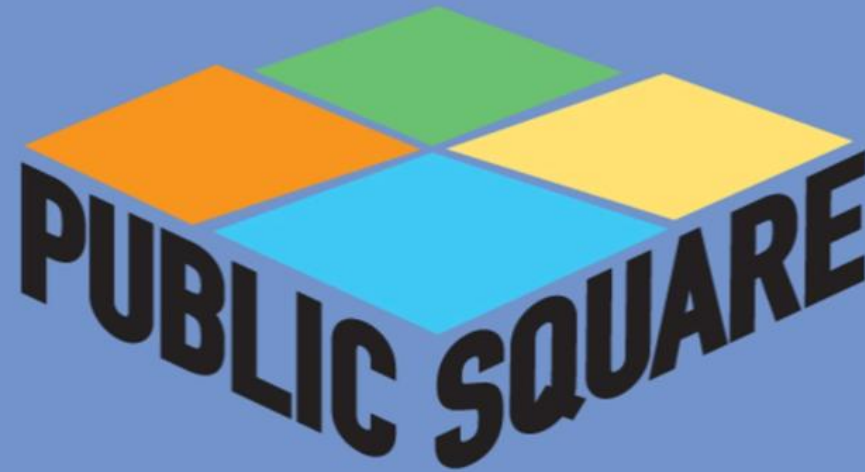
[Send an Email](#)

### Fees/Admission:

The cost for each C-Suite session is \$30 and includes wine, beer & light snacks for the networking reception before the session with the C-Suite 16 leader. You can also purchase a subscription to all 3 sessions for \$75.

# AND THIS...

Chief Engager in the Public Square



**Do You Trust the News Media?**