

:: Track :: :: Room ::	AD TRACK BALLROOM 2	ACCOUNTING/ GENERAL TRACK FERNCLIFF 1	BOOK TRACK BALLROOM 3	SUBS TRACK FERNCLIFF 2
:: Track Leader ::	Raymond Phelan	Various	Dana Chattin	Allen Marks
Monday, June 3				
8:00am: BREAKFAST	BREAKFAST / REGISTRATION GRAND BALLROOM FOYER			
9:00am: KEYNOTE	KEYNOTE ADDRESS BALLROOM 1			
10:15am: BREAK	15 MINUTE BREAK			
10:30 am: SESSION #1	What's New in Élan Ad <small>See the latest features and enhancements in our Advertising applications.</small>	Accounting Tips & Tricks <small>Attend this session to learn useful pointers and shortcuts with Élan Financials.</small>	What's New in Élan Book <small>See the latest features and enhancements of Book / Product sales applications.</small>	Élan Web Review- Renewal Processing <small>Join Louis Wulf to see the latest Élan Web renewal processing.</small>
12:00pm LUNCH	LUNCH GRAND BALLROOM FOYER			
1:00 pm: SESSION #2	Orders & Rules: Streamlined Data Entry <small>From version 2019.1 forward we offer an option of entering print and digital lines all in one campaign. See how this makes it easier for data entry, billing and minimizes training.</small>	Other Newscycle Solutions <small>Come learn about other solutions to help you monetize content, events and services.</small>	Inventory Job Costing <small>See a demonstration of the latest version of Inventory Job Costing and how it can help you better manage expenses & manufacturing costs.</small>	Élan Web Invoice Processing & General Development <small>Allen Marks will show the latest developments with the software and items that have recently been moved to Élan Web.</small>
2:30pm: BREAK	15 MINUTE BREAK			
2:45pm: SESSION #3	Advertising Advanced Features <small>Please join us to see advanced features and functions that you may find useful.</small>	Amazon Web Services <small>Join Ron Motley for an in-depth review of how MSG customers will benefit from the new AWS infrastructure and IT services.</small>	Best Practices for Optimizing Élan Book <small>Learn best practices from the experts and share what works best for you.</small>	Introduction to MG2- How It Can Help Your Subscription Numbers <small>We recently acquired Marketing G2, a premier digital subscription/paywall solutions provider. See a demonstration and learn how it can help you increase your subscription revenue.</small>
4:00pm: CONFERENCES	Pre-Scheduled Client Conferences	Pre-Scheduled Client Conferences	Pre-Scheduled Client Conferences	Pre-Scheduled Client Conferences
5:00pm: RECEPTION	NETWORKING RECEPTION AT THE POOL			
7:00pm: END OF DAY				
Tuesday, June 4				
8:00am: BREAKFAST	BREAKFAST GRAND BALLROOM FOYER			
9:00am: SESSION #4	Managing the Debt Collection Process Ballroom 2 <small>Discover the Credit and Collections system, a workflow-based application that can help you automate and streamline the collections process.</small>	API's for Book & Subscriptions- Growing your eCommerce Business Ballroom 3 <small>In this session, Tom Zavesky will review the various application programming interfaces available and how they can help you with your online sales and customer service.</small>		
10:15am: BREAK	15 MINUTE BREAK			
10:30am: SESSION #5	Élan CRM & Salesforce Integration <small>See the latest features and enhancements to the CRM application. If you use Salesforce as your CRM, we now integrate to it and will show the integration.</small>	Amazon Web Services (repeat session) <small>Join Ron Motley for an in-depth review of how MSG customers will benefit from the new AWS infrastructure and IT services.</small>	Élan Royalties <small>See the latest features and enhancements to Élan Royalties, including the author portal.</small>	Reporting Options in Élan Web <small>Please join us to review and discuss reporting options in Élan Subscriptions.</small>
12:00pm LUNCH	LUNCH GRAND BALLROOM FOYER			
1:00pm: SESSION #6	Advertising Roundtable <small>Come join the discussion as we review future development and collaborate on what we do next.</small>	Accounting Roundtable <small>Come join the discussion as we review future development and collaborate on what we do next.</small>	Book Roundtable <small>Come join the discussion as we review future development and collaborate on what we do next.</small>	Subscriptions Roundtable <small>Come join the discussion as we review future development and collaborate on what we do next.</small>
2:15pm: BREAK	15 MINUTE BREAK - SPONSORED BY ENTRINSIK			
2:30pm: SESSION #7	Version 5 Informer Web-based Reporting <small>Presented by Andrew Morovati from Entrinik Andrew will show off the latest version of Informer 5, which adds several amazing Business Intelligence features and a new user experience.</small>			
3:30pm: RECAP	Final Q&A and Conference Recap BALLROOM 1			
4:00pm: CONFERENCES	Pre-Scheduled Client Conferences	Pre-Scheduled Client Conferences	Pre-Scheduled Client Conferences	Pre-Scheduled Client Conferences
5:00pm: ADJOURN				