Talk to the Editors

Moderator: Bonnie Gurney, Senior Director – Strategic Partnerships, AMT

Panelist: Pete Zelinski Editor-in-Chief, Modern Machine Shop magazine & Additive Manufacturing magazine at Gardner Business Media

Panelist: Bob Vavra, Senior Content Director at Machine Design and Hydraulics & Pneumatics
Talk to the Editors - Panelists

Bob Vavra
Senior Content Director
Machine Design and
Hydraulics & Pneumatics

Pete Zelinski
Editor-in-Chief, Modern Machine Shop magazine
& Additive Manufacturing magazine
Gardner Business Media
Key Points by Bob Vavra

• Your media kit is a valuable tool that has product information. So when I come to the booth, talk to me about things NOT in the media kit.

• Virtual media kits are just as valuable as USBs, and usually more secure for modern IT operations.

• Application stories are by far the most valuable piece of content we can put in front of our audience. How can we get more of those?
Key Points by Pete Zelinski

• Focus my attention! I’d like to see and learn about what is important to you.
• But why is it important? Tell me the “why” in addition to showing me the “what.”
• I’m also thinking video and social. Visual/moving/dynamic elements of your exhibit might draw my attention and merit some discussion.
Talk to the Editors
Q & A
Thank You

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