

FOR WOMEN OF STYLE & SUBSTANCE

MORE

MAGAZINE

reinvention
convention.



NYC
MONDAY
OCT 18
PIER SIXTY

Taylor Wellness Arts





PROGRAM OVERVIEW

The *More Reinvention Convention* offers women of style and substance the information, inspiration and network of friends and experts to help them reinvent themselves and change it up for the better.

The following is a recap of the 2010 New York City program highlights, including a review of the exposure and benefits **Taylor Wellness Arts** received as an Expo sponsor.



EVENT DESCRIPTION

A true sense of community prevailed at the daylong, **fourth annual New York City *More Reinvention Convention*** event.

Women attended sessions on their favorite reinvention subjects — including money, beauty, relationships, career, fitness and health — and had the opportunity to engage with *More* editors, event speakers, industry experts, program sponsors and each other.

NEW YORK CITY 2010 EVENT DETAILS

- Monday, October 18 at Chelsea Piers
- 30 speakers
- Morning and luncheon keynotes; plus panels, presentations, and workshops
- 600 women in attendance
- Shopping, exhibits and book signings throughout the day at the onsite Expo
- Elements of the event were taped for a nationally syndicated show, “Reinvent Yourself with *More* magazine”



2010 NEW YORK CITY EVENT ATTENDEES

The *Reinvention Convention* attracted 600 affluent, influential women from across the country:

- Average age of registrants: 49.5 years old
- Registrations from 21 states
- 79% from the local area
- 83% HHI \$100,000+
 - 92% HHI \$75,000+
- 51% employed full time
- 15% own their own business
- 8% are consultants

Source: *Reinvention Convention* online registration form



2010 REINVENTION CONVENTION NEW YORK CITY OPENING AND KEYNOTES

- **Welcome:** Lesley Jane Seymour, *More* Editor-in-Chief
- **Host:** Lee Woodruff, author and *Good Morning America* contributor
- **Morning Keynote:** Christiane Amanpour Anchor of ABC's "*This Week...*"; interviewed by award-winning journalist Lynn Sherr
- **Luncheon Keynote:** Anna Quindlen, Pulitzer prize-winning author; interviewed by Lee Woodruff





2010 REINVENTION CONVENTION NEW YORK CITY MORNING SESSIONS AND SPEAKERS

- **Personal Reinvention:** Rita Cosby, TV host and author; interviewed by *More* Executive Editor, Judy Coyne
- **Second Acts Panel:** Tasia Malakasis, Owner/President, Belle Chevre; Lynn Macvaugh, Owner/Designer, Vivify Lighting; Kay Morrison, Founder/Co-owner, The Occasional Wife; moderated by Lee Woodruff
- **Beauty Panel:** Tim Quinn, Celebrity Make-up Artist/Giorgio Armani Beauty; Dr. Debra Jaliman, board certified dermatologist; Dr. Heidi Waldorf, Director, Laser and Cosmetic Dermatology, Mount Sinai Medical Center; Alexandre Chouery, Creative Director/Frederic Fekkai
- **Health/Fitness:** Dr. Pamela Peeke, health guru and author
- **Relationship Reinvention:** Laurie Puhn, author and relationship expert; interviewed by *More* Executive Editor, Judy Coyne



2010 REINVENTION CONVENTION NEW YORK CITY AFTERNOON SESSIONS AND SPEAKERS

- **Career:** Pamela Mitchell, author, career coach and founder of The Reinvention Institute®
- **Industry Panel:** Jennifer Merritt, Deputy Personal Finance Editor, WSJ Digital Network; Beverly Tarulli, VP Human Resources, PepsiCo; Jody Thompson, Founder, CultureRx
- **Writer's Workshop:** Deborah Siegel, Founding Partner, She Writes; Barbara Jones, Editorial Director, Hyperion Books and VOICE; Sally Koslow, novelist, journalist, writing coach and teacher
- **Closing Session: Hot Flash Havoc — Sex After 35** Dr. Gail Saltz, psychiatrist and author; Dr. Alan Altman, President, International Society for the Study of Women's Sexual Health; Dr. Pat Allen, relationship expert and Founder of the WANT® Institute; Dr. Pamela Peeke, health expert and author; Susan Wysocki, NP, President/CEO, National Association of Nurse Practitioners in Women's Health





THE REINVENTION EXPO

Open all day long, sponsor and exhibitor booths provided a lively setting for attendees to:

- Interact with program sponsors and participate in promotional activities
 - Sweepstakes
 - Product demonstrations/sampling
 - Product sales
 - Book signings
- Chat with editors, presenters and panel members in a welcoming environment
- Share ideas and network with other attendees
- Enjoy refreshments during breaks
- 66% of attendees made a purchase at a sponsor or exhibitor booth in the Expo
 - Average spent per person: \$167
 - Nearly \$40K in merchandise sold in one day



Shopping and Displays



Book Signings



Gift Bag Sampling



Interaction with Attendees



CUSTOM EXPO ACTIVITIES AND BONUS EXPOSURE

- **Taylor Wellness Arts** utilized their booth space to build brand awareness and enlighten attendees regarding the benefits of incorporating wellness and movement arts into their lives
- Throughout the day, booth visitors met with experts, Linda Taylor and Havilah Hoffman, for advice and one-on-one consultations
- A coupon from **Taylor Wellness Arts** was included in 40 VIP gift bags distributed to speakers and other special guests
- A **Taylor Wellness Arts** coupon was mailed to the 600 attendees after the event



POST-EVENT SURVEY: KEY FINDINGS AND FEEDBACK

- **72%** of respondents said they attended the convention for the full day
- **66%** learned about the event from *More* magazine or more.com
- **60%** were looking to reinvent their careers
- **46%** claimed they will likely attend the event in 2011
- **41%** said they attended the event for a day of fun

Attendee feedback:

- *"My friends and I had a wonderful day...we enjoyed all aspects. There was something for everyone."*
- *"A very impressive day was had by myself and my friends."*
- *"It was a wonderful experience. Organized, solid and engaging speakers and topics. I enjoyed the day and got a lot out of it."*

9.6 MILLION IMPRESSIONS 2010 NYC PROMOTION OVERVIEW

4 months
Online registration
and event promotion



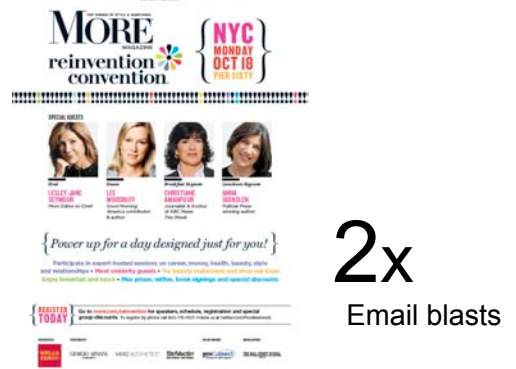
2x
More Magazine event
cover wrap

7x
Newspaper ads;
1x New York Times;
6x Wall St. Journal



MORE MAGAZINE reinvention convention

4x
More Magazine
event page &
recap



2x
Email blasts

2010 PRESS HIGHLIGHTS



The Journal News

MEDIA HIGHLIGHTS

The 2010 New York City Reinvention Convention garnered more than **225 million event and press impressions**, a record among all past events!

- **Print highlights** include: *The New York Post* (10/14/10); *Journal News* (10/16/10 and 10/18/10)
- **Broadcast highlights** include: *LXTV* (10/21/10); *BetterTV* (11/4/10); *Good Morning America* (11/15/10)
- **Internet highlights** include: ABCNews.Go.com, FabulousAfter40.com, AdStylist.com, NYPost.com, Yelp.com, GuestOfAGuest.com, AOLStylist.com, WomenandHollywood.com, Forbes.com, MINonline.com, RealWomenOnHealth.com; WebNewser.com; Mediabistro.com

Taylor Wellness Arts

THANK YOU



TO TAYLOR WELLNESS ARTS

For your support of *More* magazine and the Reinvention Convention program.

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