



# The Revenue Room™ Bootcamp

September 17

October 29

**The Audience Accelerator:**  
Charting the Course from  
Acquisition to Engagement to  
Monetization

**6-Week Live Virtual Bootcamp + Bonus Capstone**



# Build An Audience That Sticks – And Spends.

**In today's crowded digital landscape, it's not enough to simply grow an audience—you need to build one that's deeply engaged, loyal, and ready to act.**

**Welcome to The Audience Accelerator**—a 6-week immersive Bootcamp plus custom Bonus Capstone project for ambitious media, content, event, and digital product teams ready to master the end-to-end audience growth journey:

- ➔ **From first click to loyal user**
- ➔ **From passive browser to paying subscriber**
- ➔ **From fragmented teams to unified strategy**

This program is live, hands-on, and designed to help you build real momentum. Whether you're refining an audience growth strategy, increasing engagement, or activating new revenue channels—this Bootcamp delivers practical frameworks, shared learning, and executive-ready deliverables.

# Why This Bootcamp?



## **Master Data-Driven Decision-Making**

Learn how to use real-time analytics, KPIs, and predictive signals to stay ahead.



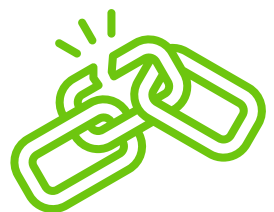
## **Turn Insights into Action**

Stop guessing and start leading with data-driven forecasting, pipeline optimization, and audience conversion and revenue metrics that matter.



## **Team-Based Learning**

Teams work together on real-world use cases, ensuring alignment and shared accountability across audience functions.



## **Break Out of Silos**

Collaborate with audience leaders inside and outside your industry for fresh perspectives and game-changing strategies.

# Schedule

## 6 Weeks Instruction, 1 Week Bonus Capstone.

High-Impact Learning with 1 Hour of Live Instruction Per Week

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### Session 1: Unified for Growth

**Wed. Sept 17** | 1pm - 2pm EST

Align teams across editorial, data, marketing, sales, and product to define your audience growth strategy and shared KPIs.

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### Session 2: Map The Journey

**Wed. Sept 24** | 1pm - 2pm EST

Design user journeys from awareness to conversion, tied to audience cohorts and cross-platform strategies.

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### Session 3: Registration Wall & Landing Page Strategy

**Wed. Oct 1** | 1pm - 2pm EST

Build and optimize the right access models. Learn what to gate, how to capture data, and how to convert interest into identity.

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### Session 4: Launch & Amplify

**Wed. Oct 8** | 1pm - 2pm EST

Drive new growth with paid and organic strategies—SEM, social, AI, email, testing, and channel optimization.

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### Session 5: Keep Them Coming Back

**Wed. Oct 15** | 1pm - 2pm EST

Create retention systems that build community, reduce churn, and bring audiences back with value-rich engagement.

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### Session 6: Optimize & Monetize

**Wed. Oct 22** | 1pm - 2pm EST

Turn insights into income. Use data to refine funnels, analyze behavior, and unlock monetization opportunities.

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### Session 7: Bonus Capstone Session

**Wed. Oct 29** | 1pm - 2pm EST

Individual Capstone Presentations

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# Capstone Project: **Subscription Growth Plan**

Throughout the Bootcamp, teams will develop a **subscription growth plan** that:

- Tackles a real subscription and audience challenge
- Applies course frameworks and data insights to your unique business needs
- Targets impact with clear metrics, business rationale, and execution roadmap

**Objective:** Create a data-driven strategy to improve subscription performance using the strategies, data analytics, leading indicators, KPIs, and frameworks covered in the program.

**Team Collaboration:** Teams can work together to align their plan with business objectives.

**Final Session Wrap-Up:** Participants will share key takeaways, discuss real-world applications, and receive expert feedback.





# Who Should Attend?

This Bootcamp is built for cross-functional teams inside media, publishing, and digital product companies who are ready to accelerate engagement and revenue growth. Ideal participants include:

- Audience Development, Marketing & Editorial Teams
- Product Management & Digital Strategy Leaders
- Marketing Ops, Data/Analytics & RevOps Professionals
- Revenue and Subscription Owners

Whether you're building from scratch or scaling success, this Bootcamp gives you the tools to connect strategy to execution.

# Investment & Team Pricing

Registration Deadline is **September 11, 2025**

Team Size	Before August 29	August 30 - Sept. 16
<b>Individual</b>	\$1,995	\$2,495
<b>Small Team</b> ( 3-5 people)	\$7,995	\$9,495
<b>Large Team</b> (6-10 people)	\$12,995	\$16,495
<b>Enterprise Team</b> (11-20 people)	\$22,995	\$28,495



Members of Revenue Room™ CXO enjoy additional discounts and complimentary seats as part of membership. Please email [heather@h2klabs.com](mailto:heather@h2klabs.com) to learn more.

## Two Ways to Secure Your Spot

- 1 Register today, using our online payment system.
- 2 If you would prefer to be invoiced, email Coleen Thomson at [coleen@h2klabs.com](mailto:coleen@h2klabs.com).

# Meet The Instructor

## Michael Bennett

Recording Secretary & Executive Committee Member  
The Media, Audience & Content Marketing Assoc.



Michael Bennett is a veteran audience architect with over 30 years of experience transforming how media companies acquire, engage, and monetize their audiences. A former senior executive at Thomson Reuters, ALM Media, and Life Science Connect, Mike has led enterprise-wide initiatives that turn casual readers into loyal, paying subscribers.

Known for his sharp strategic lens and collaborative approach, Mike builds high-performance subscription funnels and brings entire organizations along with him. His proven playbook covers everything from tightening acquisition channels and optimizing onboarding to boosting engagement, reducing churn, and expanding lifetime value (LTV).

What sets Mike apart is his ability to create cross-functional momentum around audience growth. He aligns editorial, product, data, and revenue teams around a shared vision—and delivers tactical clarity on what really moves the needle.

At The Audience Accelerator, Mike brings the same battle-tested frameworks and real-world strategies he uses with top publishers to help Bootcamp participants go from theory to traction. Whether you're stuck in a subscriber plateau or gearing up for your next growth wave, Mike will show you how to transform your audience from passive to profitable.