

IBPA PUBLISHING UNIVERSITY 2017



FRIDAY, APRIL 7 – SATURDAY, APRIL 8, 2017 | PORTLAND, OREGON

DISCOVER

FRESH STRATEGIES, NEW CONNECTIONS, & INNOVATIVE IDEAS

Welcome Indie Presses & Self-Published Authors!

We know there are literally 100s of book conferences you could attend this year, mostly filled with fluff that's irrelevant to small presses and self-published authors. That's why we're here! For nearly three decades, IBPA's Publishing University has been the indie publishing community's must-attend networking and educational event. Why? Because our expert speakers understand how to start, grow, and succeed in publishing's new world...and they can't wait to share what they know with you!

Find the Learning You're Looking For

Whether you're looking for introductory learning on new-to-you topics or hunting for strategic approaches to new challenges, IBPA's Publishing University is the place for you. You'll press fast forward on your publishing program with nearly 30 educational sessions including experiential learning labs, insightful keynotes, a gala book award ceremony, fun networking events, and so much more!

April 7–8, 2017

with Preconference Sessions on April 6

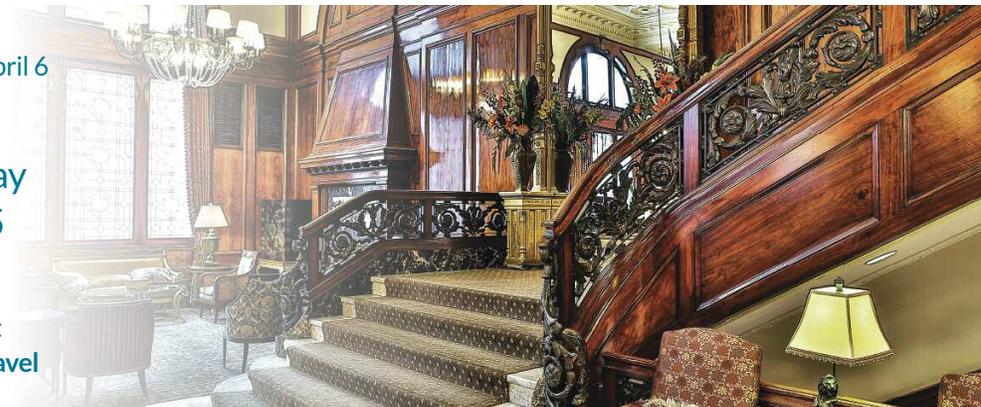
The Benson Hotel

309 Southwest Broadway

Portland, Oregon 97205

Phone: 503-228-2000

For hotel reservations & info, visit
publishinguniversity.org/hotel-travel



Visit publishinguniversity.org. Register today!

APRIL 6 • THURSDAY

PRECONFERENCE SESSIONS

THURSDAY 8:30 AM – 12:30 PM

Practical Advice for Book Metadata

Presented by Joshua Tallent, Firebrand Technologies

Industry studies and publisher anecdotes have shown that the quality of your book metadata has a direct impact on sales and discoverability. This workshop will provide you with an in-depth crash course on this important topic. You will learn about the best methods for tracking and maintaining your title metadata, how to create metadata of the highest quality, what information is most important, industry best practices and recommendations, how different retailers handle the metadata you send them, and various methods for the distribution of your print and eBook metadata. There will be ample time for questions and feedback, as well as examples of publishers who have found success with their metadata.

This workshop will provide you with practical, actionable steps you can take immediately to get the most out of this critical aspect of your business.

A separate registration fee of \$59 is required to attend this pre-conference workshop. You can register for the workshop without registering for the full Publishing University program. Email info@ibpa-online.org for the registration link.

Building Your Online Marketing Plan: An Interactive Workshop (Part 1 of 2)

Presented by Fauzia Burke, FSB Associates

Fauzia Burke, publishing veteran and online marketing and publicity expert, leads an 8-hour workshop in two parts for authors and publishers looking to build and expand their online presence. During this workshop, you will learn about online publicity, social media, email list building, developing a platform, and more, all with an eye toward creating a successful and sustainable plan.

Throughout the day, you will build your own digital marketing and publicity plan; leaving empowered to implement the plans you create when you get home.

Part 1 of 2 includes:

- 3 steps for building an online platform
- elements of a successful and professional website
- tips and tricks for building a mailing list

A separate registration fee of \$59 is required to attend this pre-conference workshop. You can register for the workshop without registering for the full Publishing University program. Email info@ibpa-online.org for the registration link.

12:30 – 1:30 PM

Lunch On Your Own

Explore downtown Portland, Oregon. Check out Yelp!

1:30 – 5:30 PM

Finding Your Superpower: Personal Branding for Author-Publishers and Thought Leaders

Presented by Jeniffer Thompson, Monkey C Media

Are you ready to position yourself in your niche and stand out from the crowd? Then you won't want to miss this hands-on workshop with author branding expert and internet marketing strategist Jeniffer Thompson.

You'll take home Jeniffer's branding strategy workbook (which you'll use in the class) and learn valuable techniques to help you:

- position yourself,
- identify your target audience,
- develop a plan to establish authority and credibility,
- increase your online visibility and drive traffic to your website, and
- become a thought leader while simultaneously building your platform.

Personal branding is not only about your reputation, it's about the experience you want people to have with your brand and your message. Your brand is a combination of authority, online identity, and personal style. A well-defined brand sets you apart from your competition and positions you in the market. If you're ready to take your business to the next level, then it's time you discover your superpower and develop your own personal road map to success!

A separate registration fee of \$59 is required to attend this pre-conference workshop. You can register for the workshop without registering for the full Publishing University program. Email info@ibpa-online.org for the registration link.

Building Your Online Marketing Plan: An Interactive Workshop (Part 2 of 2)

Presented by Fauzia Burke, FSB Associates

Fauzia Burke, publishing veteran and online marketing and publicity expert, leads an 8-hour workshop in two parts for authors and publishers looking to build and expand their online presence. During this workshop, you will learn about online publicity, social media, email list building, developing a platform, and more, all with an eye toward creating a successful and sustainable plan.

Throughout the day, you will build your own digital marketing and publicity plan; leaving empowered to implement the plans you create when you get home.

Part 2 of 2 includes:

- creating a successful social media strategy
- DIY online publicity
- the crucial "100 Days to Launch"

A separate registration fee of \$59 is required to attend this pre-conference workshop. You can register for the workshop without registering for the full Publishing University program. Email info@ibpa-online.org for the registration link.

APRIL 6 • THURSDAY EVENING

LITERATURE & LIBATIONS

GENEROUSLY SPONSORED BY



For those flying in a bit early, spend Thursday evening meeting and mingling with the Publishing University community during LITERATURE & LIBATIONS. This special networking event is designed to give Publishing University attendees the chance to gather informally prior to the conference. Bring lots of business cards! See you there.

LITERATURE & LIBATIONS is included as part of your general conference registration. All Publishing University attendees welcome! No additional registration required! Refreshments will be served.

For more complete descriptions, visit publishinguniversity.org. Register today!

APRIL 6 • THURSDAY EVENING

7:30 – 9:30 PM

WORD SLINGERS SCREENING

Word Slingers: The Story of Self-Publishing

Limited-seating screening of IBPA co-produced documentary
WORD SLINGERS: THE STORY OF SELF-PUBLISHING
Don't miss it!

A separate registration fee of \$20 is required to attend this screening. You can register for the screening without registering for the full Publishing University program. Email info@ibpa-online.org for the registration link.



APRIL 7 • FRIDAY MORNING

PRECONFERENCE SESSIONS

FRIDAY 9:00 AM – 10:45 AM

Book Publishing 101: Building a Foundation for Success

Presented by Kent Watson, Executive Director, PubWest

Are you brand new to the publishing industry? Ready to get started, but not sure how? If so, this optional pre-conference session is for you. During this beginners-only session, attendees will learn how a variety of agents, including publishers, publishing services companies, distributors, wholesalers, bookstores, etc., are organized and function in the book industry. For newbies, the knowledge you gain here will provide a study foundation for learning throughout Publishing University and beyond. As an added bonus, some time will be spent reviewing a typical book P&L.

(Registration is complimentary as part of your Publishing University ticket, but pre-registration is required. All attendees will receive a complimentary hard copy of IBPA's reference book, *The Language of Publishing: An A-to-Z Glossary of Book Publishing Terms*.)

BOOK PUBLISHING 101 is included as part of your general conference registration. All Publishing University attendees are welcome, but pre-registration is required. Email info@ibpa-online.org for the registration link.



11:00 AM – 12:00 PM

Welcome First Timers! Learn How to Get the Most Out of Publishing University

Presented by Angela Bole, CEO, Independent Book Publishers Association

Back by popular demand, we're hosting a special facilitator-led discussion for Publishing University first timers! Stop by to meet other newbies and learn how to get the most out of your Publishing University experience.

During this session, you'll have a chance to network and meet IBPA staff and veteran Publishing University attendees who will help answer questions and provide guidance for navigating Publishing University in style.

WELCOME FIRST TIMERS is included as part of your general conference registration. All Publishing University attendees welcome—no additional registration required! Refreshments will be served.



ROOM NUMBERS TO BE ASSIGNED JUST PRIOR TO CONFERENCE

For more complete descriptions, visit publishinguniversity.org. Register today!

APRIL 7 • FRIDAY CONFERENCE DAY 1

TARGET AUDIENCE:

SPA: Self-Published Authors
HPA: Hybrid-Published Authors
TP: Traditional Publishers
HP: Hybrid Publishers

FRIDAY 12:30 – 12:45 PM

Official Conference Kick-Off! Welcoming Remarks from IBPA CEO Angela Bole

Presented by Angela Bole
CEO, Independent Book Publishers Association



Welcome! Publishing University is YOUR conference. It starts and ends with you. During her brief Welcoming Remarks, IBPA's Chief Executive Officer Angela Bole will introduce you to the 2017 program and suggest ways to make the most of your day-and-a-half onsite. Perhaps the greatest advantage you'll gain from attending Publishing University will come from the power of networking with a dedicated community of people working toward common goals. Find out here how best to engage.

"This conference was one of the finest I have ever attended. I came home inspired, loaded with many doable new ideas, and with many helpful contacts...I particularly enjoyed the positive, supportive, "and helpful atmosphere and spirit of community among such a diverse group."

—Melissa Perry, Publishing University attendee

12:50 – 1:50 PM

2017 KEYNOTE ADDRESS A Fun and Informative Discussion with Jane Friedman

GENEROUSLY SPONSORED BY



Jane Friedman has 20 years of experience in the publishing industry, with expertise in digital media strategy for authors and publishers. She's the co-founder and editor of *The Hot Sheet*, the essential publishing industry newsletter for authors, and is the former publisher of *Writer's Digest*. She has been interviewed and featured by NPR, PBS, *The Washington Post*, the National Press Club and many other outlets.

In addition to being a columnist with *Publishers Weekly* and a professor with The Great Courses, Jane maintains an award-winning blog for writers at JaneFriedman.com (200,000 visits per month). She's delivered keynotes on the digital era of authorship at the San Francisco Writers Conference, The Muse & The Marketplace, and Willamette Writers Conference, among many others. She speaks regularly at industry events such as BookExpo and Digital Book World, and has served on panels with the National Endowment for the Arts and the Creative Work Fund.

Her essays have been published in anthologies by the University of Chicago Press, Seal Press, Milkweed Editions, and McPherson & Co. She has a book forthcoming from the University of Chicago Press, *The Business of Being a Writer* (2017).



KEYNOTE SPEAKER | JANE FRIEDMAN

2:00 – 3:00 PM | Breakout Sessions

Focus on EDITORIAL & DESIGN

Navigating the Editorial Relationship

Presented by Per Henningsgaard, Portland State University

What makes a book truly extraordinary is its form, style, continuity, and structure. Achieving these things requires an understanding of professional book editing, including editorial management, substantive/developmental editing, and, of course, copy editing. Explores what to expect from editors during the process with issues specific to both fiction and nonfiction.

Target Audience: SPA | HPA | TP | HP

Focus on BUSINESS OF PUBLISHING

Show Me the Money! Discover the Costs to Self-Publish

Presented by Kathryn Kemp Guylay, Healthy Solutions of Sun Valley

You have a message to communicate and are considering your publishing options, including self-publishing. But how much does it truly cost to self-publish a professional book from production to marketing to distribution? This interactive, scenario-based discussion will give you the tools to plan your publication model based on solid financial tools.

Target Audience: SPA | HPA

Focus on MARKETING & SOCIAL MEDIA

Pitchosaurus

Presented by Jared Kurtiz, STRATEGIES

There are at least six (6) different kinds of pitches you should have in your arsenal to maximize TV, radio, feature articles, reviews, social media networking, word-of-mouth, and speaking engagements. Bring the 25-word synopsis for your latest book to this interactive workshop and—in an hour—you'll walkaway with the knowledge to craft all six (6) pitches from this single, short synopsis.

Target Audience: SPA | HPA | TP | HP

In Partnership with ABA

Working with Indie Booksellers (co-presented by ABA)

IBPA has partnered with the American Booksellers Association (ABA) on a special panel discussion focusing on how indie publishers and indie booksellers can work best together. Details to come!

Target Audience: SPA | HPA | TP | HP

ASK THE EXPERTS SESSIONS

You could pay hundreds of dollars for a consultant's individual attention, but during IBPA's exclusive ASK THE EXPERTS sessions, access to the best in the business is FREE! What do you get? A 15-minute private consultation with a publishing professional who has valuable experience in the area where you need advice. Pre-registration is required.

Held simultaneously with the breakout sessions for Friday and Saturday.
Friday: 2:00 – 3:00 PM | 3:15 – 4:15 PM

INTERESTED IN REGISTERING?

An online registration link will be emailed to all Publishing University registrants during the first week of March 2017.

Email questions to IBPA Project Manager Mimi Le at mimi@ibpa-online.org.

For more complete descriptions, visit publishinguniversity.org. Register today!

APRIL 7 • FRIDAY CONFERENCE DAY 1

3:15 – 4:15 PM | Breakout Sessions

Focus on SALES

Giving and Getting: What Publishers Need to Know About Permissions

Presented by Mary Jo ("MJ") Courchesne, Gryphon Publishing Consulting

This discussion-based session will help publishers in all stages of growth focus on creating a well-rounded rights policy that compliments their unique publishing strategy. Participants will leave with foundational concepts that can be used to build or revise their house's approach to rights and permissions.

Target Audience: TP | HP

Focus on BUSINESS OF PUBLISHING

DIY or DI-Don't

Presented by Elizabeth Mays, pressbooks.com

This session will discuss where you should hire a professional and where you can trim your budget with a DIY approach.

Target Audience: SPA | HPA

Focus on MARKETING & SOCIAL MEDIA

Want to Have a Best-Seller? Cultivating Key Industry Influencers

Presented by Shari Stauch, Where Writers Win

Learn how book reviewers, book bloggers, booksellers, libraries, live book clubs and even price promotion sites can tip the book sales scale. This discussion includes sources for finding reviewers and clubs, creating successful price promotions, and developing bookstore and library relationships, as well as suggestions on how to approach key influencers with your book(s) and how to use your responding influencers in your multi-channel marketing.

Target Audience: SPA | HPA | TP | HP

Focus on PRODUCTION & DISTRIBUTION

A Lean Approach to Book Publishing

Presented by Keith Garton, Red Chair Press; Ian Lamont, i30 Media Corp; and Elizabeth Turnbull, Light Messages Publishing; Mark Wesley, me+mi publishing

Indie publishers will discuss how they use quantitative and qualitative feedback, streamlined production techniques, and other lean approaches to help them connect with readers and improve their bottom lines.

Target Audience: SPA | HPA | TP | HP

4:30 – 5:30 PM | Breakout Sessions

Focus on EDITORIAL & DESIGN

Covers that Connect: An Experiential Workshop

Presented by Shannon Bodie, BookWise Design and Jeniffer Thompson, Monkey C Media

Back by popular demand, limited to 15 attendees. We will bring your book's cover design into focus. Highlights include: feedback on the cover design of your choice with ideas for improvement. Individualized critiques for those who submit their design before the workshop.

Target Audience: SPA | HPA | TP | HP

Focus on BUSINESS OF PUBLISHING

All About Hybrid: An In-Depth Look at a Growing Segment of Our Industry

Presented by Brooke Warner, She Writes Press

A publishing model wherein authors pay for some, or all, of the publishing costs in exchange for greater royalties on the back end. This model is growing as publishers and authors figure out what defines it, and whether hybrid publishers can ultimately come together to form a standardized subsection of publishing. What are the pros and cons for publishers in this space?

Target Audience: SPA | HPA | TP | HP

Focus on MARKETING & SOCIAL MEDIA

The Art of Getting (Good) Book Reviews

Presented by Seth Dellon, Foreword Reviews

As book coverage declines in major media outlets, securing a professional book review has become more competitive than ever. And even if you're able to secure a review, how do you capitalize on it? Join Seth for the who, what, when, why, and how of all things "book review."

Target Audience: SPA | HPA | TP | HP

Focus on PRODUCTION & DISTRIBUTION

Marketing and Selling to Schools

Presented by Jane R. Wood, Award-Winning Author

Many publishers want to know how to get their books into schools. During this session, Jane shares the many strategies she has used to successfully market and sell her books to schools across the country. Whether a book is a children's picture book, a middle reader, a YA book, or books appropriate for older students, Jane discusses how to make it appealing to this niche.

Target Audience: SPA

APRIL 7 • FRIDAY EVENING THE 29TH ANNUAL BENJAMIN FRANKLIN AWARDS 6:00 – 9:30 PM



The BENJAMIN FRANKLIN AWARDS CEREMONY is included as part of your general conference registration. All Publishing University attendees are welcome, but pre-registration is required.

Email Terry Nathan at terry@ibpa-online.org for more information.

Join IBPA as we honor the winners of our 29th Annual IBPA Benjamin Franklin Awards! The Benjamin Franklin Awards, which include over fifty categories recognizing excellence in book editorial and design, are regarded as one of the highest national honors for indie publishers and self-published authors. Held in conjunction with IBPA's Publishing University, the 2017 award ceremony is a gala dinner where all Gold winners receive an engraved trophy marking their achievement. All Publishing University attendees receive a complimentary ticket to the Benjamin Franklin Awards Ceremony. Additional tickets can be purchased for \$50 each.



For more complete descriptions, visit publishinguniversity.org. Register today!

APRIL 8 • SATURDAY

CONFERENCE DAY 2

TARGET AUDIENCE:

SPA: Self-Published Authors
HPA: Hybrid-Published Authors
TP: Traditional Publishers
HP: Hybrid Publishers

SATURDAY 7:30 – 8:50 AM

CONTINENTAL BREAKFAST & TABLE TOP DISCUSSIONS

Breakfast can be picked up starting at 7:30 AM. Come early to get your pick of the goodies. During breakfast, IBPA moderators will lead “Table Top Discussions” around particular areas of interest including social media, distribution, publishing non-fiction, etc. Pick your topic when you arrive, then dive right into the conversation!

GENEROUSLY SPONSORED BY

THOMSON-SHORE
Helping you put your best book forward®

9:00 – 10:15 AM

GENERAL SESSION



Publishing’s Role, Responsibility, and Responses in this New Political Environment

Moderated by Chris Kenneally, Business Development, Copyright Clearance Center

In times of political division and heightened concerns for the future, particularly around free speech and intellectual freedom, what are the roles independent publishers and authors should play? In such times,

what are the responsibilities of independent publishers and authors? What should be our collective response? Join moderator Chis Kenneally and several of your publishing colleagues as we explore answers to these important questions together.

10:30 – 11:45 AM | Breakout Sessions

Focus on SALES

Launch Lessons: Best Practices & War Stories From the Field

Presented by Tanya Hall, Greenleaf Book Group

Focuses on the six months leading up to a launch and the parts that need to be organized and taken care of to maximize sales. Learn about the retail buying cycle, how to improve chances for strong opening buys, publicity timelines and helping authors build buzz, and gathering and leveraging pre-orders with best practices and case studies on all of these fronts.

Target Audience: SPA | HPA | TP | HP

Focus on BUSINESS OF PUBLISHING

The Many Roles of the Independent Publisher

Presented by Ali Shaw, Indigo Editing & Publications

Panelists: Susan DeFreitas, Kristen Hall-Geisler, and Vinnie Kinsella

The team guides authors through a maze of varying roles on the path to publication, but several of these members have also traveled that path themselves. In this panel, Ali Shaw, moderates a discussion on the many job descriptions of an independent publisher with a panel of Indigo consultants, editors, and authors.

Target Audience: SPA | HPA

Focus on MARKETING & SOCIAL MEDIA

The State of Social Media & Book Marketing in 2017

Presented by Jandra Sutton, PR by the Book

With the emergence of new social networks and the death of others, it’s time for authors and publishers to reassess what “traditional” marketing means to them. Where is social media today, how does it fit into book marketing and personal branding, and and ways authors & publishers can capitalize on these changes to grow a strong, engaged audience.

Target Audience: SPA | HPA | TP | HP

Focus on PRODUCTION & DISTRIBUTION

Who You Gonna Call—A Publisher, Designer, or Printer?

Presented by Shannon Bodie, BookWise Design, George Dick, Four Colour Print Group, & Deidre Randall, Peter E. Randall Publishers

Finding the right vendor starts with understanding their distinct roles, as well as where these roles might overlap. This is crucial to the project’s bottom line, but is often overlooked until it is too late. Learn how to avoid the common and costly mistakes made by many new authors.

Target Audience: SPA | HPA | TP | HP

12:00 – 1:00 PM | Luncheon

IBPA’S ANNUAL MEETING & MEMBERSHIP LUNCHEON

During this boxed-lunch program, IBPA members have an opportunity to hear from the association’s leadership about current governance issues. During the 2017 meeting, we will also review and approve new candidates to the board of directors for terms starting July 1, 2017.



“This conference was one of the finest I have ever attended. I came home inspired, loaded with many doable new ideas, and with helpful contacts... I particularly enjoyed the positive, supportive, “and helpful atmosphere and spirit of community among such a diverse group.”

—Melissa Perry, Publishing University attendee

For more complete descriptions, visit publishinguniversity.org. Register today!

APRIL 8 • SATURDAY

CONFERENCE DAY 2

TARGET AUDIENCE:
SPA: Self-Published Authors
HPA: Hybrid-Published Authors
TP: Traditional Publishers
HP: Hybrid Publishers

1:15 – 2:15 PM | Breakout Sessions

Focus on SALES

Think Like a Growth Marketer to Create New Markets and Sell More Books

Presented by Rachel Bell, Overcup Press

Dive into new and creative ways to get books in the hands of readers, beyond traditional bookstore sales. You'll learn how to successfully pitch in the growing subscription box market as well as new tools and tips for creating a consumer pre-sales model that leverages some aspects of Kickstarter with better return on investment. This session will provide tools for expanding international licensing and content licensing agreements, exploring a unique new look at sponsorships, and expanding your audience outside of the U.S.

Level: Advanced | Target Audience: SPA | HPA | TP | HP

Focus on BUSINESS OF PUBLISHING

You Can Do It, Too: Going from Nothing to National in 5 Years

Presented by Laura Stanfill, Forest Avenue Press

Laura grew Forest Avenue Press from its quiet beginnings in Portland, OR, to a national force in the fiction marketplace. She'll share her journey and inspire other publishers to grow when the time is right and without over-committing financially. Topics include transitioning from short runs (hauled to indie bookstores in the back of a minivan) to print on demand, and from print on demand to national distribution; how a bigger market reach translates to more opportunities as well as a higher per-book risk.

Target Audience: SPA | HPA | TP | HP

Focus on MARKETING & SOCIAL MEDIA

5 Virtually Free Ways to Market Your Titles

Presented by Elizabeth Turnbull, Light Messages Publishing

Independent publishers are constantly told they need to market their titles but, in the end, there are very few pragmatic solutions offered to them—and what options are available often include very expensive advertising. During this session, Elizabeth shares five strategies that have helped Light Messages dramatically increase the reach of their titles with very little out of pocket expense to them. Come learn how to apply these strategies for yourself.

Target Audience: SPA | HPA | TP | HP

Focus on PRODUCTION & DISTRIBUTION

The Secrets of Sustainable Printing

Presented by Karla Olson, Patagonia; and Elise Gochberg, Spectrum Print Group

Do you want to print your book with the smallest environmental footprint possible? Start with the decision to print domestic or overseas; what are the considerations, including schedule, price, and sustainable choices. Next learn the different ways that papers are produced and the definitions. Can I afford to use paper with recycled content, and will my book look good? Other decisions you will make include finishes and binding choices, as well as packing and shipping. In this session you will learn how to minimize your book's environmental footprint without breaking the bank.

Target Audience: SPA | HPA | TP | HP

2:30 – 3:30 PM | Breakout Sessions

Focus on SALES

What Makes Customers Click to Buy: Driving Online Sales

Presented by Kelly Peterson, INscribe Digital; Joshua Tallent, Firebrand Technologies; and Elizabeth Turnbull, Light Messages Publishing

We'll discuss how customers' online behaviors relate to their in-store behavior, in order to help publishers better understand their purchasing behaviors. We will cover up-to-date trends including: which areas of major retail websites drive the most sales and why; how algorithms such as "customers who like this" work; why SEO and metadata are important; why DRM doesn't matter (yet)—and how publishers can optimize their titles for better results.

Target Audience: SPA | HPA | TP | HP

Focus on BUSINESS OF PUBLISHING

Starting a Children's Picture Book Press from the Ground Up

Presented by Rob and Amanda Broder, Ripple Grove Press

Come hear how these publishing novices started their burgeoning business with just a dream to bring beautiful and timeless picture books to life. You'll hear what, where, and how they learned about the publishing business, mistakes they've made, and where they're headed. Topics will include the submissions process and finding new talent, dealing with agents, the printing process from choosing a printer to picking paper, and distribution.

Target Audience: SPA | HPA | TP | HP

Focus on MARKETING & SOCIAL MEDIA

Making Your Way Through Book Trade Shows

Presented by Kimberly Peticolas, BiggerPockets Publishing; and Mimi Le, Independent Book Publishers Association

We will discuss how to maximize the value of book trade show investment by discussing what level of presence you can and should buy at the shows through IBPA, how to use the demo/signing table time effectively, what resources you should bring, how to maximize the time when you are not signing books, and more. Attendees will leave able to develop their own custom strategy for utilizing trade shows.

Target Audience: SPA | HPA | TP | HP

Focus on PRODUCTION & DISTRIBUTION

Is Your Publishing Program Ready for Prime Time? Wholesale & Full-Service Distribution at a National Level

Presented by Robin Cutler, IngramSpark; and Richard T. Williams, Independent Publishers Group

In this session, two distribution experts present the wholesale and full-service distribution models side-by-side to help answer the following questions:

- What is distribution and do you even need it?
- You have wholesale distribution. How do you move to full service distribution?
- What things do you need to know if you want to get your books into a national retail chain store?
- What are the opportunities and risks for the distribution choices you make?

Target Audience: SPA | TP | HP

ASK THE EXPERTS SESSIONS



You could pay hundreds of dollars for a consultant's individual attention, but during IBPA's exclusive ASK THE EXPERTS sessions, access to the best in the business is FREE! What do you get? A 15-minute private consultation with a publishing professional who has valuable experience in the area where you need advice. Pre-registration is required.

Held simultaneously with the breakout sessions for Friday and Saturday.

Saturday: 10:30 – 11:45 AM | 1:15 – 2:15 PM | 2:30 – 3:30 PM | 3:45 – 4:45 PM

INTERESTED IN REGISTERING?

An online registration link will be emailed to all Publishing University registrants during the first week of March 2017.

Email questions to IBPA Project Manager Mimi Le at mimi@ibpa-online.org.

For more complete descriptions, visit publishinguniversity.org. Register today!

APRIL 8 • SATURDAY

CONFERENCE DAY 2

TARGET AUDIENCE:
SPA: Self-Published Authors
HPA: Hybrid-Published Authors
TP: Traditional Publishers
HP: Hybrid Publishers

3:45 – 4:45 PM | Breakout Sessions

Focus on SALES

Cool Tools to Make More Money through Direct Selling

Presented by Carla King, Self-Publishing Boot Camp for Authors

Take a look at new tools that can help you market, sell, and grow your fan base. You'll learn about pay-what-you-want pricing to leverage the power of free without sacrificing profit. Get tips on generating a monthly income with a subscription to your works-in-progress and beta books. Find out how to pre-sell books, booklets, articles, serials, courses, audio, and video.

Target Audience: SPA | HPA | HP

Focus on BUSINESS OF PUBLISHING

Publishing Law Update: New Legal Issues That Every Publisher Should Know

Presented by Jonathan Kirsch, Law Offices of Jonathan Kirsch, APC

Recent and continuing changes in the publishing industry—new markets, technologies, pricing models, and more—mean that your contracts and business practices probably need to be freshened up, too. Here is a fast-paced and highly-practical survey of the legal issues that affect every publisher.

Target Audience: SPA | HPA | TP | HP

Focus on MARKETING & SOCIAL MEDIA

But What Should I Blog About? Content Creation for Bloggers

Presented by Joel Friedlander, award-winning book designer, blogger, and writer

Writers have a built-in advantage when they become bloggers, but that doesn't mean readers are automatically going to flock to your blog, particularly if you haven't given any thought to your content strategy. In this presentation, we'll look at the wide variety of blog content you can create, and how different kinds of content can have a profound strategic effect on your blog's growth and your readership. To end, we'll discuss how successful blogs get traffic.

Target Audience: SPA | HPA

IBPA TOWN HALL

IBPA is YOUR Association: How Can We Help?

Facilitated conversation featuring members of IBPA's Board of Directors

Let your voice be heard! Here's your chance to share your program and education ideas with the IBPA staff and Board of Directors. This special brainstorming session will begin with a look at IBPA's 2017 member survey data. Then, we'll open the floor for a facilitated discussion of potential future programs, benefits, and education events. Not only will you hear from fellow IBPA members, you'll provide needed input to the IBPA Board of Directors for their consideration when developing projects for IBPA's 2018 fiscal year (July 1, 2017 – June 30, 2018).

The strength of IBPA lies in its membership. Join us to be sure your voice is heard!

Target Audience: SPA | HPA | TP | HP

5:00 – 5:30 PM | Closing Session & Raffle Prize Giveaway

Often cited as one of the best parts of Publishing University... Don't miss out!

During this facilitator-led discussion, we will debrief the Publishing University experience before adjourning and heading our separate ways. What did you learn? How will you apply it? How can we continue helping each other achieve and succeed even when not face-to-face at conference? You'll also have the chance to win one of several raffle prizes supplied by the wonderful Publishing University sponsors (must be present to win).

ABOUT PORTLAND

The Historic Benson Hotel

Publishing University 2017 will be held in the historic Benson Hotel in downtown Portland, Oregon. Explore all Portland has to offer from one of the city's most treasured historic landmarks. Founded in 1913, The Benson features elegant European design with a host of modern amenities. See why U.S. Presidents have made The Benson their home away from home for a hundred years—and why *The Oregonian* voted The Benson "Best Portland Hotel."

Some Places We Love in Portland

Powell's City of Books | powells.com

This famous bookstore is the largest independent new and used bookstore in the world and an exciting experience for the avid book lover. Occupying a full city block, it is only 3 blocks from The Benson.

Portland Art Museum | portlandartmuseum.org

Located on the historic Park Blocks in the center of downtown, the Portland Art Museum is the 7th oldest museum in the U.S. and the oldest in the Pacific Northwest. It houses a large collection of artworks that complement Native American culture.

The Pearl District | explorethepearl.com

Walking distance from The Benson, is the vibrant Pearl District. Once dominated by factories, the Pearl is now home to some of Portland's most exciting art galleries, boutiques, restaurants, bars, Portland Center Stage, and Powell's City of Books.

Washington Park | explorewashingtonpark.org

A gorgeous landscape with 400 acres of trees, gardens, playgrounds, and other attractions. Houses the renowned Oregon Zoo, Portland Children's Museum, Hoyt Arboretum, World Forestry Center, International Rose Test Garden, Portland Japanese Garden and over 15 miles of trails for you to explore!

Please visit this link for more Portland experiences and venues:
coasthotels.com/hotels/oregon/portland/the-benson-hotel/local-guide/



For more complete descriptions, visit publishinguniversity.org. Register today!