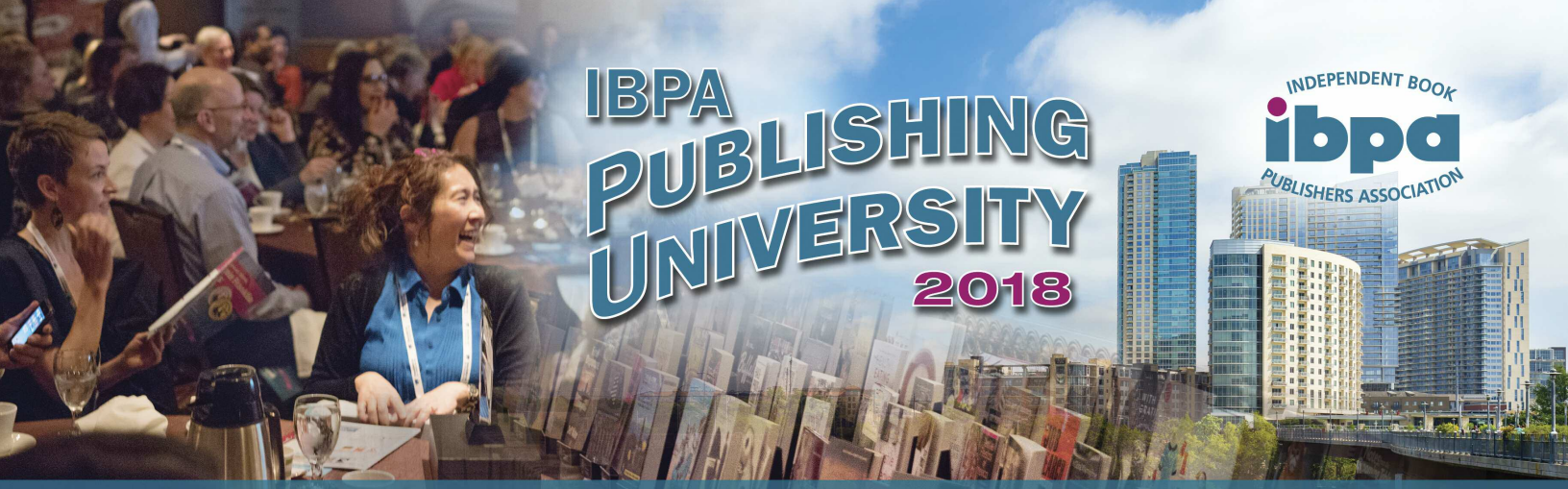

FRIDAY, APRIL 6 – SATURDAY, APRIL 7, 2018 ★ AUSTIN, TEXAS

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 30+ educational sessions including experiential learning labs, insightful keynotes, a gala book award ceremony, fun networking events, and so much more!

April 6 –7, 2018
with Preconference Sessions on April 5

Sheraton Austin Hotel at the Capitol
701 East 11th Street
Austin, Texas 78701
Phone: 888-627-8349

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

Visit publishinguniversity.org. Register today!

Preconference Hang Out at Cedar Street Courtyard • 7 pm – whenever!

Just a 22-minute walk from the conference hotel is Cedar Street Courtyard, serving up live music 7 nights a week. From the best local talent to the hippest national groups, Cedar Street will undoubtedly entertain. If you're coming early for Thursday's preconference sessions, or are in the area, join us for this no-host field trip.

Learning Format: Community Building • **Learning Level:** All

No additional fee to participate in the PRECONFERENCE HANG OUT. Please RSVP to Lee Wind at lee@ibpa-online.org.

Lee will arrange a group meet-up in the hotel lobby so you can walk over together.

APRIL 5 • THURSDAY PRECONFERENCE SESSIONS

THURSDAY 8:30 AM – 12:30 PM

Metadata 101: Understanding Data Concepts (Part 1 of 2)

Presented by Joshua Tallent, Firebrand Technologies

The modern business world is built on the flow of data. Everything you do, from the advertisements you buy, to the marketing you create, to the sales you make, is determined by the flow and quality of data. This workshop will introduce you to the concepts of data creation and use in the publishing industry. You will learn how data is being used by publishers around the world to increase sales and engage readers; what metadata is and how it can make the difference between a best seller and a total flop; about data management, the pros and cons of different tools and systems, and more. You will also get an easy introduction to ONIX, the industry standard format for metadata distribution. It is highly recommended that you attend this workshop if you are planning to attend the Metadata 201 workshop.

Learning Format: Preconference Workshop
Learning Level: Applied [2A]

A separate registration fee of $59 is required to attend this preconference workshop. You can register for the workshop without registering for the full IBPA Publishing University program.

Find, Craft, and Tell Your Great 4-Minute Biz Story

Presented by Sean Buvala, The Small Tooth Dog Publishing Group LLC

The "elevator speech" is dead. Yet, in a crowded industry such as publishing, your story is what makes you stand out to potential clients and authors. Rather than some canned speech, you need a pile of well-crafted, time-adjustable stories of your work and purpose, each ready to be matched to the right people at the right time. In this low-theory, high-activity workshop, you'll learn why you need to know the difference between anecdotes and stories. You will learn to strike a balance between facts and framing. You'll experience your memories rediscovered to find your stories. Finally, Sean will guide you in the process to outline, craft and tell one (or more) of your newly-created stories with another person. You'll leave with customized and immediately useful content for building your business.

Learning Format: Preconference Workshop
Learning Level: Applied [2A]

A separate registration fee of $59 is required to attend this preconference workshop. You can register for the workshop without registering for the full IBPA Publishing University program.

Book Publishing Standards: A Deep Dive into the Most Important Checklist Every New Publisher Needs

Presented by Brooke Warner, She Writes Press; Teri Rider, Top Reads Publishing

In this 4-hour workshop, IBPA Advocacy Committee members Brooke Warner, Publisher of She Writes Press, and Teri Rider, Publisher of Top Reads Publishing, will present IBPA's Industry Standards Checklist for a Professionally Published Book. This workshop will be divided into two equal parts, focusing on editorial and production standards, and will detail everything publishers need to consider in order to produce a professionally published book. Examples will drive this presentation. Brooke and Teri will include some of the most common mistakes they see new publishers making and will touch upon how following the checklist standards can level the playing field for publishers everywhere. This workshop is interactive and will give participants plenty of time to ask questions.

Learning Format: Preconference Workshop
Learning Level: Foundational [F1]

A separate registration fee of $59 is required to attend this preconference workshop. You can register for the workshop without registering for the full IBPA Publishing University program.

12:30 – 1:30 PM

Lunch On Your Own
Explore Austin, Texas. Check out Yelp!

1:30 – 5:30 PM

Metadata 201: Applying Data Concepts (Part 2 of 2)

Presented by Joshua Tallent, Firebrand Technologies

Building on the foundational concepts explored in Metadata 101, this workshop will explore practical methods you can use to wrangle your publishing data and make it work for you. You'll learn about metadata management, including the best methods for tracking and maintaining your title metadata and how to create metadata of the highest quality. You will learn about industry best practices and recommendations, how retailers handle the metadata you send them, and methods for the distribution of your print and eBook metadata. In addition, you will learn about effective data management for all of your company's data, with recommendations on tools and best practices that can save you time and money. Covers complex topics like ONIX, and it is highly recommended that you attend the Metadata 101 workshop first.

Learning Format: Preconference Workshop
Learning Level: Strategic [3S]

A separate registration fee of $59 is required to attend this preconference workshop. You can register for the workshop without registering for the full IBPA Publishing University program.

Build Your Tribe: How to Increase Readers and Retain a Loyal Following

Presented by Jeniffer Thompson, Monkey C Media

In a world of digital everything, visibility is the key to success, and being heard above the noise of your competition is half the battle. The other half is retaining the attention of every interested buyer. In this class, you'll take away simple techniques to create more visibility, drive traffic, build your email list, and retain a loyal following. If you're ready to create a community of loyal readers, you won't want to miss this class. Learn to connect the dots of your marketing efforts, build momentum, and sell books.

Learning Format: Preconference Workshop
Learning Level: Applied [2A]

A separate registration fee of $59 is required to attend this preconference workshop. You can register for the workshop without registering for the full IBPA Publishing University program.

How to Sell Books by the Truckload on Amazon

Presented by Penny Sansevieri, Author Marketing Experts, Inc.

Amazon is a great place to sell books, but it also has an internal algorithm, much like Google—which will actually help you sell more books. This expanded class we will look at this algorithm and understand what it does, and how to work what it does in your favor.

During the second two hours, we will dig deeper into the algorithm for your specific books. We will share internal secrets that have NEVER been shared publically about the Amazon algorithm. Bring your laptop and book or books you wish to optimize, and we'll get to work!

Learning Format: Preconference Workshop
Learning Level: Applied [2A]

A separate registration fee of $59 is required to attend this preconference workshop. You can register for the workshop without registering for the full IBPA Publishing University program.

LEARNING LEVELS

We are all at different stages of our careers and require different levels of learning. IBPA Publishing University leaves it up to you to decide which content is most beneficial and appropriate for your level of experience.

1F **Foundational [1F]** Focus on awareness and factual recall; appropriate for those with limited experience of the subject area seeking introductory understanding of the content area

2A **Applied [2A]** Focus on understanding and comprehension; appropriate for those with some experience seeking to build on, apply, or enhance existing knowledge using content in practical applications to master concepts

3S **Strategic [3S]** Focus on application and implementation of highly technical or detailed topics; appropriate for those with substantial prerequisite knowledge seeking the most up-to-date information to heighten expertise

APRIL 5 • THURSDAY EVENING

5:30 – 7:00 PM

LITERATURE & LIBATIONS

GENEROUSLY SPONSORED BY IngramSpark

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 within the conference hotel prior to the official conference kick-off on Friday, April 6th. Bring lots of business cards! See you there.

Learning Format: Preconference Workshop
Learning Level: Applied [2A]

LITERATURE & LIBATIONS is sponsored by IngramSpark and included as part of your preconference and/or general conference registration. All Publishing University attendees welcome. No additional registration required! Refreshments will be served.

After Hours Hang Out at Broken Spoke • 7:30 pm – whenever!

NO-HOST FIELD TRIP

For the late night crew interested in a taste of old school Texas, we're headed to Broken Spoke dancehall. Dubbed "the last of the true Texas dancehalls," the Broken Spoke is a Texas time machine for the boot scootin' set. We'll arrive in time for the 8:00 PM dance lesson and keep it moving all night long.

Learning Format: Community Building
Learning Level: All

There is no additional fee to participate in the AFTER HOURS HANG OUT. Those interested should RSVP to Lee Wind at lee@ibpa-online.org. Lee will arrange a group meet-up in the hotel lobby so you can walk over together.

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

ROOM NUMBERS TO BE ASSIGNED JUST PRIOR TO CONFERENCE

LEARNING LEVELS
1F: Foundational
2A: Applied
3S: Strategic

APRIL 6 • FRIDAY MORNING
PRECONFERENCE BREAKFAST MEETUPS

FRIDAY **8:00 AM – 10:45 AM**

Small Group Breakfast Meetups
Facilitated conversation over a hot breakfast

Interested in meeting some folks interested in the same thing you're interested in? Join us for our first-ever Small Group Breakfast Meetups. We'll coordinate groups of 10 people around topics of interest such as children's publishing, diversity in publishing, women in publishing, hybrid publishing, etc. Each group will have a leader to guide them and a location to meet in. Most locations will be within the hotel, some will be at nearby restaurants.

Learning Format: Community Building
Learning Level: All Levels

A separate registration fee of $35 is required to attend a PRECONFERNCE BREAKFAST MEETUP. The fee covers the cost of food. You can register for a Small Group Breakfast Meetup without registering for the full Publishing University program.

When you get to the ATTENDEE SELECTIONS part of the registration process, be sure to click on the "Friday, April 6, 2018" sessions.

If you'd like to suggest a topic not already available, contact Angela Bole at angela@ibpa-online.org.

APRIL 6 • FRIDAY
CONFERENCE DAY 1

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 meet IBPA staff and veteran Publishing University attendees who will help answer questions and provide guidance for navigating Publishing University in style.

Learning Format: Deep Dive
Learning Level: All Levels

WELCOME FIRST TIMERS is included as part of your general conference registration. All Publishing University attendees welcome.

ASK THE EXPERTS

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

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.

Learning Format: Ask the Experts | **Learning Level:** All Levels

INTERESTED IN REGISTERING?

An online registration link will be emailed to all Publishing University registrants during the first week of March 2018.

Email questions to **Lee Wind** at **lee@ibpa-online.org.**

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

APRIL 6 • FRIDAY
CONFERENCE DAY 1

LEARNING LEVELS
1F: Foundational
2A: Applied
3S: Strategic

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 2018 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 how best to engage during these brief opening remarks!

Learning Format: Keynote | **Learning Level:** All Levels

12:50 – 1:50 PM | KEYNOTE

Passionately Successful: Making the Most of Ambition and Happiness

Presented by Daniel Lerner, Psychology Professor, New York University and Author, *U Thrive*

Daniel Lerner defines two types of passion: harmonious and obsessive. When you're harmoniously passionate, you not only love what you do, but you are more focused, energetic, and productive, and live a far more fulfilling life. Conversely, obsessive passions are marked by a compulsive, dogged pursuit of achievement, leading to guilt, shame, pessimism, unhappiness, and, far too often, early burnout.

Drawing on a diverse cast of iconic cultural figures—from Richard Branson to Ellen DeGeneres, Nelson Mandela to Kanye West—Daniel illuminates the difference between healthy and dangerous passions, how and why to ignite, explore, and stoke your healthy ones, and even how to find passion in work that you may have given up as passionless long ago.

Learning Format: Keynote | **Learning Level:** All Levels

As instructor of the ever-popular NYU course, "The Science of Happiness," and as author of *U Thrive: How to Succeed in College (and Life)*, DANIEL LERNER is using positive psychology to help people lead happy lives. Using cutting-edge research into how executives, artists, and athletes overcome anxiety, Daniel is teaching us to achieve well-being, rediscover our core strengths, and define success—on our own terms.

KEYNOTE | DANIEL LERNER

Preorder a copy of *U Thrive* for Daniel to sign onsite (you'll pick up the book at the conference)

2:00 – 3:00 PM | Breakout Sessions

DISTRIBUTION
Evaluating Your Distribution Options

Presented by Larry Bennett, Nord Compo

Learn the difference between the work of a "distributor" and a "wholesaler" and what is meant by POD vs. digital print (and offset). In addition, you'll receive an in-depth comparison of the major distributors/wholesalers.

Learning Format: Deep Dive | **Learning Level:** Foundational [1F]

SALES & MARKETING
Increasing Sales Through Effective Use of Keywords

Presented by Joshua Tallent, Firebrand Technologies

Everything you need to know about the strategic and practical aspects of Keyword creation and management will be covered. We'll look at the results of multiple case studies and research projects to see what kind of impact keywords can have.

Learning Format: Deep Dive | **Learning Level:** Foundational [1F]

CONTENT DEVELOPMENT
Book Concept Boot Camp: How to Develop a Nonfiction Book that Readers will Buy, Read, and Recommend

Presented by Maggie Langrick, LifeTree Media Ltd.

Maggie uses real book case studies to diagnose common conceptual problems and resolve them in the planning stages. Learn how to put a unique twist on a well-worn idea, turn complex material into an "easy read", and create a grabby title that sells. Come with your questions to give your books a boost on the spot.

Learning Format: Deep Dive | **Learning Level:** Applied [2A]

CASE STUDIES
Ten Trends Shaping the Future of Indie Publishing

Presented by Jim Azevedo, Smashwords

The publishing industry has undergone cultural, technical and competitive changes. Authors today are empowered with exciting new publishing tools and opportunities. Yet as the power center in the industry is shifting to writers, storm clouds are looming that threaten to strip authors of their new-found independence. Jim reveals ten trends shaping your future as an indie author or publisher, and provides tips on how you can retake control of your career.

Learning Format: Deep Dive | **Learning Level:** All Levels

Get to Know Your Publishing University Sponsors!

Held simultaneously with the breakout sessions on both Friday and Saturday.

It's not always easy—or possible!—to get a complete understanding of what a service provider does by stopping by their information booth onsite. That's why we've set aside a separate room where you can listen to directed presentations and watch live demos without all the interruptions that come from chatting on the show floor.

Learning Format: Sponsor Informational Session | **Learning Level:** All Levels

A schedule of sponsor presentation times will be available at the registration desk onsite. Check publishinguniversity.org for a preview of sponsors.

APRIL 6 • FRIDAY
CONFERENCE DAY 1

3:15 – 4:15 PM | Breakout Sessions

LEGAL ISSUES

Copyrights, Contracts, Content, and More

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

A general overview of legal issues that arise in publishing law, ranging from basic concepts to the latest developments in copyright, trademark, defamation, rights of privacy and publicity, contracts, and licensing. Filled with case studies and other real-world examples, this session provides enough information for attendees to make a clear assessment of the legal issues they may want to dive deeper into after-the-fact.

Learning Format: Deep Dive | **Learning Level:** All Levels

BUSINESS MANAGEMENT

Banishing the Bookkeeping Nightmares

Presented by Lisa London, Deep River Press, Inc.

As a CPA, Lisa London hates the bookkeeping aspect of her publishing house and has found ways to streamline and automate the bookkeeping processes without spending a lot of money. Lisa will show you how to use some basic, inexpensive technology to help you document all the tax deductions possible. She also offers some highlights of the new tax law and things you need to be doing now to take full advantage of it. Even though the topic is accounting, Lisa promises to keep you engaged and entertained!

Learning Format: Deep Dive | **Learning Level:** Applied [2A]

CONTENT DEVELOPMENT

Multiculturalism in Publishing

Presented by Nataly Michelle Wright, Angeleno Ave Publishing; Alyssa E. Wright-Myles, Co-Author, *The Audacious Little Princesses*

The presenters will discuss the importance of publishing content that has a positive influence on younger generations. Using recent statistics, studies, and resources, they will highlight the lack of multicultural literature, the effects of this lack, and then analyze how publishers can leave a footprint in the world that reflects positive self-images to children & young adults.

Learning Format: Learning Lab | **Learning Level:** Applied [2A]

AMAZON

Three Amazon Programs You've (Probably) Never Heard Of

Presented by Ian Lamont, i30 Media; Chelsea Richards, Greenleaf Book Group

Learn how to leverage Amazon Advantage, used by media companies to supply physical products to Amazon; Amazon Seller Central, used by vendors and private sellers to sell to Amazon customers; and Amazon Marketing Services, a self-service advertising platform.

Learning Format: Learning Lab | **Learning Level:** Foundational [1F]

4:30 – 5:30 PM | Breakout Sessions

PUBLIC RELATIONS

The Methods Behind the Madness: Understanding PR Strategies and Timelines (a Texan's Guide to Book PR)

Presented by Marika Flatt, PR by the Book

Based on feedback from surveys and focus groups, as well as work completed with dedicated industry consultants, this presentation will shine a light on PR strategies sure to enhance your publishing performance.

Learning Format: Deep Dive | **Learning Level:** Applied [2A]

SELLING RIGHTS

Going Global: Strategies for Subsidiary and Foreign Rights

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

You'll explore ways to thoughtfully grow your publications' influence through licensing both domestically and overseas. We'll look at how proactive licensing fits into a general publication schedule, and explore the basic materials needed to generate new leads. We'll review key terms to consider when negotiating a deal with new licensing partners, and much more.

Learning Format: Deep Dive | **Learning Level:** Strategic [3S]

AUDIOBOOKS

The Exploding Audiobook Market

Presented by Michele Cobb, Forte Business Consulting; Tavia Gilbert, Animal Mineral Press; Deborah L. Jacobs, DJWorking Unlimited

IBPA in partnership with the Audiobook Publishers Association

Covers the key steps in publishing an audiobook, focusing on new avenues for production and distribution. Self-publishers, micro publishers and indie publishers will discover that this rapidly evolving market is more accessible to them than ever before.

Learning Format: Deep Dive | **Learning Level:** Applied [2A]

INDIE BOOKSTORES

Working with Indie Bookstores to Reach Your Readers

Moderated by Jim Milliot, *Publishers Weekly*; Panelists TBA

IBPA in partnership with the American Booksellers Association (ABA)

Independent bookstores are alive and well and in this session you will explore the latest in retailing and etailing trends, including what types of books sell best at the local level. Learn how booksellers make buying decisions and how you can "sell local" by partnering effectively with bookstores in your area.

Learning Format: Deep Dive | **Learning Level:** All Levels

APRIL 6 • FRIDAY EVENING

THE 30TH ANNUAL BENJAMIN FRANKLIN AWARDS™

6:00 – 9:30 PM

Join IBPA as we honor the winners of our 30th 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 2018 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.

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.

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

LEARNING LEVELS
1F: Foundational
2A: Applied
3S: Strategic

APRIL 7 • SATURDAY
CONFERENCE DAY 2

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®

Learning Format: Community Building | **Learning Level:** All Levels

9:00 – 10:15 AM | KEYNOTE

Where Mission Meets Market

Moderator: Seth Dellon, *Publishers Weekly*

Panelists: Robin Cutler, IngramSpark; Karla Olson, Patagonia Books; Kathy Strahs, Burnt Cheese Press; Brooke Warner, She Write Press

One of the greatest triumphs of the current independent publishing renaissance has been the ability for mission-driven, underrepresented, and historically shut-out perspectives to reach more readers than ever. But no matter how important the cause, independent publishing's ubiquity has in many ways made it harder to compete. In this panel, members of IBPA's Board of Directors discuss how they balance their publishing mission with where they fit into—and how they approach—an ever-more-competitive market.

Learning Format: Keynote | **Learning Level:** All Levels

KEYNOTE | SETH DELLON

10:30 – 11:45 AM | Breakout Sessions

PERSONAL DEVELOPMENT
Public Speaking for the Terrified

Presented by Sean Buvala, Author, Speaker, Trainer, & Performance Artist

Sean runs you through fun, non-threatening, and gentle story games to help you loosen up. He'll share with you ways to increase your confidence as you develop, craft and share your story-based content. Together, we will experience tips for how speak with others in a clear and calm manner. This is a body-and-voice interactive, not-recorded workshop that could really turn you into the chatterbox you know you need to be.

Learning Format: Learning Lab | **Learning Level:** All Levels

WEBSITES
7 Steps to a Powerful Author Website

Presented by Jeniffer Thompson, Monkey C Media

An easy to implement 7-step formula for developing a message that resonates with ideal readers, builds your mailing list, and converts traffic into sales. Plus, you'll get tips on how to drive traffic to an author website, enhance the site with social media strategies, and build online visibility to create your own personal author brand. Lastly, Jeniffer will give you three easy-to-use tools to do it yourself and take control of your online marketing.

Learning Format: Learning Lab | **Learning Level:** All Levels

AUTHOR BRANDING
The Basics of Author Branding

Presented by Sam Alexander, Greenleaf Book Group

Standing out requires that you clearly understand your product and quickly communicate the value the author delivers to your audience. "Author branding," as a discipline, was born out of this need and this Experiential Learning Lab is intended to introduce branding strategies and tactics—including real-world examples—to help attendees improve their chances for success by learning how to brand themselves and/or the authors they serve.

Learning Format: Learning Lab | **Learning Level:** Foundational [1F]

SALES & MARKETING
5 Strategies for Marketing Your Books on a Shoestring Budget

Presented by Elizabeth Turnbull, Light Messages Publishing

In this session packed with practical knowledge, you'll explore 5 areas to leverage in marketing your books on a shoestring budget including engaging with readers, obtaining reviews and publicity, sharing book samples, leveraging your website, and the power of pre-sales.

Learning Format: Learning Lab | **Learning Level:** Foundational [1F]

12:00 – 1:00 PM | Luncheon

IBPA 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 2018 meeting, we will also review and approve new candidates to the board of directors for terms starting July 1, 2018.

GENEROUSLY SPONSORED BY ARC MANOR BOOK DESIGN DELL

Get to Know Your Publishing University Sponsors!

Held simultaneously with the breakout sessions on both Friday and Saturday.

It's not always easy—or possible!—to get a complete understanding of what a service provider does by stopping by their information booth onsite. That's why we've set aside a separate room where you can listen to directed presentations and watch live demos without all the interruptions that come from chatting on the show floor.

Learning Format: Sponsor Informational Session | **Learning Level:** All Levels

A schedule of sponsor presentation times will be available at the registration desk onsite. Check publishinguniversity.org for a preview of sponsors.

APRIL 7 • SATURDAY
CONFERENCE DAY 2

LEARNING LEVELS
1F: Foundational
2A: Applied
3S: Strategic

1:15 – 2:15 PM | Breakout Sessions

COVER DESIGN
Covers that Connect
Presented by Shannon Bodie, BookWise Design; Tamara Dever, TLC Book Design

Back by popular demand and limited to 20 attendees. You will receive a supportive critique of your book's cover from award-winning design talent. Discover what makes design important to a book's sales and how to get your book noticed for the right reasons. Individualized critiques will be prepared for those who submit their designs in advance of the workshop. For information on how to win a front cover redesign, see this session on publishinguniversity.org.

Learning Format: Learning Lab | **Learning Level:** Foundational [1F]

BUSINESS MANAGEMENT
Finding the Right Freelancers to Build Your Team
Presented by Alexa Bigwarfe, Kat Biggie Press

How to manage a team of subcontractors, develop terms and conditions for working together, and ensure that you are able to pull it all together successfully with a mixed crew. Alexa will provide examples of how she finds, works with, and keeps a group of freelance subcontractors organized to create beautiful books and great book launches for her authors.

Learning Format: Deep Dive | **Learning Level:** Applied [2A]

HYBRID PUBLISHING
Hybrid Publishing Comes of Age: Best Practices for a Publishing Model on the Rise and How to Implement Them in Your Business
Presented by Maggie Langrick, LifeTree Media; Brooke Warner, She Writes Press; Gail Woodard, Dudley Court Press

Introducing IBPA's new standards for hybrid publishers and what makes a press hybrid, as opposed to vanity. As three publishers with business models that both overlap and diverge from one another, Brooke, Maggie, and Gail will share stories about the evolution of their press, including their challenges and opportunities. This will be an invaluable session for anyone looking to move into the hybrid space as it matures as a viable business model.

Learning Format: Deep Dive | **Learning Level:** Applied [2A]

DISTRIBUTION
Building Your Business on Solid Rock: Sales, Then Distribution
Presented by Bailey Davis, Ingram Content Group

To find a distribution partner, you must first hone skills that help you play the same game as the publishers already being distributed. Why does this matter? Because distributors expect their clients to be on a level playing field when they walk in the door. This means coming in with a marketing strategy, learning and taking advantage of pre-sale options, and maintaining relationships with outside vendors.

Learning Format: Deep Dive | **Learning Level:** Applied [2A]

2:30 – 3:30 PM | Breakout Sessions

CASE STUDIES
Edutainment: Mistakes Were Made
Emceed by Joshua Tallent, Firebrand Technologies

During these fast-paced, fun, and entertaining talks, presenters have just 20 slides that auto-advance every 15 seconds for a total of five minutes. The topic for this group of presentations: "Mistakes Were Made." It's a showcase of lessons learned that might be bold, possibly brash, maybe even brilliant—but never boring!

Learning Format: Edutainment | **Learning Level:** All Levels

CONTENT DEVELOPMENT
Cross-platform Storytelling for Independent Authors and Publishers
Presented by Zack Lieberman, EXIT STRATEGY New Media

There are infinite possibilities for quality storytelling in a wide variety of mediums, and this session will give a broad and thorough overview of the wider independent creative space and the underlying business realities of each medium. From documentary and feature films to television, interactive installations, video games, original soundtracks, podcasts, mobile applications, and live theatre, we'll get your gears turning on where and how to extend your fiction and non-fiction stories. We'll give a deep dive on where to find money to make your next "transmedia" project, and how to make money once they're made.

Learning Format: Deep Dive | **Learning Level:** Strategic [3S]

MARKETING & SOCIAL MEDIA
How to Hit Bestseller Lists with Ebook Preorders
Presented by Jim Azevedo, Smashwords

Imagine if you could press a magic button that would make your next eBook release land higher in the bestseller charts. Imagine no more. The magic button is real and it's called the eBook preorder. Learn about the advantages of preorders, how to effective plan and execute a preorder, and promotional tips to help make your next book launch more successful.

Learning Format: Deep Dive | **Learning Level:** Applied [2A]

SOCIAL MEDIA
Influencer Marketing Success: How to Effectively Connect with Social Media Influencers to Build Buzz for Your Book
Presented by Corrin Foster, Greenleaf Book Group

From #bookstagram to Vine Voices to top NetGalley reviewers, effectively connecting with influencers can be huge for your book, but only if done well. Learn what influencers expect from partners, how much control to give them, reaching the right audiences, allocating budget, and measuring success.

Learning Format: Learning Lab | **Learning Level:** Applied [2A]

ASK THE EXPERTS

Held simultaneously with the breakout sessions for Friday and Saturday.

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 experience in the area where you need advice. Pre-registration is required.

Learning Format: Ask the Experts | **Learning Level:** All Levels

INTERESTED IN REGISTERING?

An online registration link will be emailed to all Publishing University registrants during the first week of March 2018.

Email questions to **Lee Wind** at **lee@ibpa-online.org.**

Get to Know Your Publishing University Sponsors!

Held simultaneously with the breakout sessions on both Friday and Saturday.

It's not always easy—or possible!—to get a complete understanding of what a service provider does by stopping by their information booth onsite. That's why we've set aside a separate room where you can listen to directed presentations and watch live demos without all the interruptions that come from chatting on the show floor.

Learning Format: Sponsor Informational Session | **Learning Level:** All Levels

A schedule of sponsor presentation times will be available at the registration desk onsite. Check publishinguniversity.org for a preview of sponsors.

LEARNING LEVELS

1F: Foundational
2A: Applied
3S: Strategic

APRIL 7 • SATURDAY
CONFERENCE DAY 2

3:45 – 4:45 PM | Breakout Sessions

CASE STUDIES

How to Hit the USA Today Bestseller List

Presented by Elizabeth Turnbull, Light Messages Publishing

Packed with practical knowledge, we'll explore the successful strategies that independent publishers have used to help their titles reach the prestigious *USA Today* Bestseller list. From boxed ebook sets, to anthologies, to newsletters builds, to crowdsourcing techniques, we'll explore methods that you can employ to make your title the next *USA Today* Bestseller.

Learning Format: Learning Lab | **Learning Level:** Applied [2A]

BUSINESS MANAGEMENT

The Profitable Author-Publisher: Revenue Streams to Build a Business Around Your Book(s)

Presented by Stephanie Chandler, Nonfiction Authors Association

Real-world examples and strategies are shared for adding lucrative revenue streams to your author/publisher business. Learn how to create a revenue plan for your business, make money with information products, develop and deliver online training programs, profit from niche books, ebooks, and workbooks, conduct online events, host a membership site that generates recurring revenue, build a profitable niche community, earn money with corporate sponsors, work less and earn more (really!).

Learning Format: Learning Lab | **Learning Level:** Applied [2A]

SALES & MARKETING

The Marketing Begins BEFORE the Writing Ends: Seven Steps to Getting It Right

Presented by Sharon Castlen, Integrated Book Marketing; Cynthia Frank, Cypress House

Veteran book industry professionals walk you through the vital elements that make the most marketable books: editorial development; great covers; early endorsements; resources, index, and Study Guides, and appropriate printing and distribution processes. Beginners and the experienced will gain the essentials toward marketing success. Packed with step-by-step tips plus strategies and valuable hands-on resources.

Learning Format: Deep Dive | **Learning Level:** Applied [2A]

SALES & MARKETING

Super Fans & Street Teams: The Secrets to Selling More Books

Presented by Penny Sansevieri, Author Marketing Experts, Inc.

At the end of the day, for all of the marketing we do, for all of the Tweeting, Facebook-ing, and blogging we really just want to know if it's paying off. Does any of this sell books? You will learn how to identify and reach your exact right market, turn fans into SUPER FANS and STREET TEAMS, ignite your fans so they promote your book, use free to sell more books, find and use the right social media for your book

Learning Format: Learning Lab | **Learning Level:** Foundational [1F]

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 AUSTIN

The secret is out!

Everyone who visits Austin these days leaves with something great to say about the legendary live music, burgeoning restaurant scene, unique culture, vibrant and welcoming community, as well as a list of other things to be experienced to truly understand what makes Austin so Austin. For foodies, history buffs, musicians, golfers, and everyone in between. Experience Austin according to your interests, whether you're looking to paddle board, or hike, or try one of nearly 2,000 food trailers in town.

Some Adventures to Enjoy in Austin Visit austintexas.org

Downtown Guided Walking Tours

Preservation Austin offers Historic Austin Tours. These self-guided audio-visual tours allow users to experience Austin's rich historic neighborhoods at your own pace with nothing more than a mobile device.

The Austin Visitor Center can help you plan a self-guided tour. Email tourdesk@austintexas.org or call the Austin Visitor Center: 866-GO-AUSTIN.

Cultural Heritage

The Live Music Capital of the World® plays to a diverse population of cultures, political leanings and lifestyles. The Mexican American Cultural Center anchors the Latino community, as does the George Washington Carver Museum and Cultural Center for the city's African-American cultural district, Six Square. And an increasing Asian influence has resulted in many festivals, parades, marketplaces and cultural performances throughout the city. Take a look around and see everything our capital city has to offer.

AFS Cinema

The new AFS Cinema is the place to immerse yourself in world-class film culture, from the most exciting current independent titles to art house classics and rediscoveries. One of the nation's leading art house theaters.