

# 2015 IPNE PUBLISHING CONFERENCE • Portsmouth, NH • SCHEDULE

Independent Publishers of New England ipne.org

<b>FRIDAY 3:00 PM</b> <i>Welcome Introductions And Announcements</i> <b>1:30 Exhibits and Bookstore Open</b>		
<b>3:15</b> <i>Getting into Print: Understanding Today's Publishing Options</i> Tom Holbrook and Deidre Randall		
<b>4:15</b> <b>2<sup>nd</sup> Annual Book Awards</b> <i>Announcements and Presentation</i> Crystal Ponti		
<b>5:00</b> <b>FRIDAY KEYNOTE ADDRESS:</b> <i>Reading for a Living; It Takes History To Make History</i> Robert Gray		
<b>6-8:30</b> <b>MEET AND MINGLE RECEPTION WITH CASH BAR + Exhibitors + Bookstore + Book Signing</b>		

<b>SATURDAY 7:15</b> <b>CONTINENTAL BREAKFAST</b> <b>Exhibitors and Bookstore Exclusive</b>		
<b>SATURDAY 8:45 AM</b> <i>Welcome Introductions and Announcements</i>		
<b>8:45</b> <b>SATURDAY KEYNOTE ADDRESS</b> <i>Who Holds the Power In the Book World?</i> (As adapted from the keynote presentation at IBPA's Pub-U in 2015) Jim Milliot and Nancy Morgan Stosik		
<b>10:00</b> <i>Writing To Sell! Targeting a Niche Audience</i> Michelle Ollie Amy Ray Sydney Strand <b>10:45</b> <b>Coffee Break</b>	<i>The Secrets of Marketing Through Partnerships: How to Get Everyone Else to Promote Your Book so You Don't Have to</i> Steven Porter <b>10:45</b> <b>Coffee Break</b>	<i>The Zen of Distribution: Using the Power of Others to Your Advantage</i> Phil Zuckerman <b>10:45</b> <b>Coffee Break</b>
<b>11:15</b> <i>The Promise of Zero Inventory Using Print on Demand: Fact, Fiction, or Futuristic?</i> Nancy Morgan Stosik	<i>Podcasting Your Writing For Fun and Acclaim</i> Jack B. Rochester	<i>10 Surefire Ways NOT to Get a Book Review</i> Victoria Sutherland Jim Milliot

<b>12 – 1PM</b> <b>LUNCHEON</b> <b>Exhibitor Exclusive</b>		
<b>1:15</b> <i>eBook Production and Quality Assurance</i> Joshua Tallent	<i>Getting to the Next Draft: Revision Strategies from the Editors</i> Tanya Gold: Fiction Melissa Wuske: Nonfiction	<i>Marketing for the Introvert</i> Marcia Yudkin
<b>2:00</b> <i>Understanding Metadata/BISAC Subject Headings</i> Angela Bole	<i>What Authors, Publishers and Freelancers Need to Know About Publishing Contracts</i> Paul Durham	<i>The Story Goes On ... and On ... and On: Publishing a Series</i> George Geers
<b>2:45</b> <i>Ask the Experts</i> Attendees question conference speakers in speed dating style		
<b>3:30</b> <b>Wrap up</b> <i>Thanks and final announcements</i>		