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<th>Time</th>
<th>Room 1</th>
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<tr>
<td>11:30-12</td>
<td><strong>Opening remarks- Open networking</strong></td>
<td><strong>11:30-12</strong></td>
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<td>12-1:00</td>
<td><strong>The community and business-building magic of a collaborative book project</strong>&lt;br&gt; Six keys to publishing a successful collaborative book project that builds community and your business.&lt;br&gt; <em>Laura DiFranco, Presenter</em></td>
<td><strong>12-1:00</strong>&lt;br&gt; <strong>Reviewer Roundtable:</strong>&lt;br&gt; What makes an impression, who makes the cut?&lt;br&gt; <em>Sebastian Stockman, William Marx, Roberta Silman, Presenters</em></td>
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<td>1:00-2:00</td>
<td><strong>Writing with the end in mind</strong>&lt;br&gt; Writing a book is art. Selling a book is business. Define your topic and audience before you start writing. Clarity about chapter topics, creating a hook or angle for your book, and get focused on what your audience needs to know most.&lt;br&gt; <em>Paula Diaco, Presenter</em></td>
<td><strong>1:00-2:00</strong>&lt;br&gt; <strong>Picture this: The impact of using creative media for illustrative works</strong>&lt;br&gt; How do you capture the attention of children in this glossy, professionalized, media-saturated world? Find out.&lt;br&gt; <em>Ryan &amp; Aura Paige, Presenters</em></td>
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<td>2:00-3:00</td>
<td><strong>Amazon ads for authors: A counterintuitive approach to running profitable Amazon ads for your books</strong>&lt;br&gt; Author of 7 Day Authors Guide to Amazon Ads. Many believe selling books is pay to play today. Standing out requires a great book and great strategic advertising. Learn what to spend and what to pay attention to.&lt;br&gt; <em>Matt Holmes, Presenter</em></td>
<td><strong>2:00-3:00</strong>&lt;br&gt; <strong>Master pitch theatre</strong>&lt;br&gt; Your pitch is a performance, learn the elements and the 250 words that matter. How to get an agent from the get-go.&lt;br&gt; <em>Katherine Sands, Agent, Presenter</em></td>
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<td>3:00-4:00</td>
<td><strong>TikTok sells books</strong>&lt;br&gt; Presenters have 130 published books between them. They rely on social media. BookTok culture and content strategies. Why TikTok is important for authors.&lt;br&gt; <em>Jayne Rylon &amp; Lila DuBois, Presenters</em></td>
<td><strong>3:00-4:00</strong>&lt;br&gt; <strong>Pitch to an agent- Limit 5 sign ups</strong>&lt;br&gt; <em>Katherine Sands, Agent</em></td>
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<td><strong>4:00-5:00</strong></td>
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<td>Walk, trot, run: One author’s journey from novice writer to multi-book publishing contracts</td>
<td>Poetry marketing 101: Get reviewed, submit to awards, and get your poetry noticed.</td>
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<td>The rise above rejection to land first agent. When to seek new representation. The first three-book deal. Parallels and contrasts between indie and traditional publishing.</td>
<td>All the basic poetry marketing basics. Get a list of publications that accept reviews and a list of awards that accept poetry books. Sample press release,</td>
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<td><em>Debbie Burns, Presenter</em></td>
<td><em>Samantha Kolber, Presenter</em></td>
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<td><strong>5:00-6:00</strong></td>
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<td>Strategic positioning to SELL into a slippery marketplace</td>
<td>Book trailer building blocks</td>
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<td>20 Year market smart developmental editor reveals how to connect with market trends and opportunities many overlook</td>
<td>How to create captivating book trailers. Script, video filming, voiceover, music, special effects, stock usage, sound effects. Examples of effective and ineffective trailers. Small things matter.</td>
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<td><em>Pam Sheppard, Presenter</em></td>
<td><em>Ja-ne de Abreu, Presenter</em></td>
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<td><strong>6:00-6:15</strong></td>
<td><strong>6:00-7:00</strong></td>
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<td>Indie Book Seller Award Presentation</td>
<td>Room Closed</td>
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<td><em>Michael Herrmann Gibson’s Books Concord NH</em></td>
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<td><strong>6:15-7:00</strong></td>
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<td>Publisher’s Pub Networking</td>
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<td><strong>8:30-9:00</strong></td>
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<td>IPNE Annual meeting</td>
<td>Room Closed</td>
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<td><strong>9:00-10:00</strong></td>
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| Be a writing machine: How to write smarter and faster, beat writer’s block, and be prolific  
Want to write a lot of books but can’t improve your speed? The secrets are easier than you think. Learn from an 80 book author with a full-time job and family. Create a writing habit for you. Unorthodox strategies used by the masters.  
*Michael La Ronn, Presenter* | Q&A- Maximize your publishing assets  
*Eddie Vincent, Mary-Catherine Jones, and Pam Sheppard, presenters* |
| **10:00-11:00** | **10:00-11:00** |
| How to utilize Ingram Spark: Insights and best practices  
Ingram print-on-demand and distribution insider tips. Preparing to market, pricing for specific markets and best practices for retail success.  
*Deon McAdoo, Presenter* | Book Awards: How to Get Them, How to Use Them  
There is value in every award and sharing the journey with readers. Learn how to find and use book awards to get discovered, gain validation, and sell more books.  
*Hannah Jacobson* |
| **11:00-12:00** | **11:00-12:00** |
| How to crush it on Kickstarter  
Build community, connect with readers, raise much needed funds. Panel helped authors raise $750,000 in the past year.  
*Oriana Leckert, Russel Nohelty, Monica Leonelle, Presenters* | Book promotion in a changing world  
Book promotion happens in real time today. One presenter directly promoted 400+ titles. Another did a national book tour - by motorcycle.  
*Skye Wentworth, Ellen Whitfield, C Jane Taylor, Presenters* |
| **12:00-1:00** | **12:00-1:00** |
| Lunch networking and Q&A with IPNE Board of Directors  
Ask experienced publishers and authors whatever you wish. | Room Closed |
| **1:00-2:00** | **1:00-2:00** |
| Standing out on Amazon... How keywords & categories increase your readership  
How Amazon pairs readers with books they will love. Strategy behind profitable keywords, uncovering bestselling categories and make changes in minutes that can affect your sales endlessly.  
*Hank Marcacci, Presenter* | Room Closed |
## SATURDAY

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<td><strong>2:00-3:00</strong>&lt;br&gt;Public domain pitfalls panel&lt;br&gt;Learn copyright options and experiences of Joe and Charlie.&lt;br&gt;<em>Joe Holtzermann, Charles Danoff, Charlotte Pierce, Presenters</em></td>
<td><strong>2:00-3:00</strong>&lt;br&gt;The author/agent partnership: Making the most of your collaboration&lt;br&gt;How to make your query letter stand out in an agent’s slush pile. Managing expectations, the revisions process and what happens when you land a contract.&lt;br&gt;<em>Susan Nystoriak, Presenter</em></td>
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<td><strong>3:00-4:00</strong>&lt;br&gt;Build your author platform and launch a stellar book marketing campaign&lt;br&gt;How to build an audience of loyal readers. Get known. Get readers invested in you with your authority, style and online visibility. Practical tools and easy-to-implement steps to guide your next five years.&lt;br&gt;<em>Jeniffer Thompson, Presenter</em></td>
<td><strong>3:00-4:00</strong>&lt;br&gt;Pitch and agent- Limit 5 sign ups&lt;br&gt;<em>Susan Nystoriak, Agent</em></td>
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<td><strong>4:00-5:00</strong>&lt;br&gt;Book production and design panel&lt;br&gt;Creative control of your work is vital.&lt;br&gt;<em>Megan Harris, Jeniffer Thompson, Deidre Randall, Sally Stetson</em></td>
<td><strong>4:00-5:00</strong>&lt;br&gt;Strategic ways to market with audio and video: Leverage the power of several easy online tools&lt;br&gt;Learn to capitalize on the tools that are out there. Several options to create a calculated launch. Create buzz for your book and audiobook. Your marketing plan can be easier than you think.&lt;br&gt;<em>Nathan Agin, Presenter</em></td>
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<td><strong>5:00-6:00</strong>&lt;br&gt;Good naked - exposing the myths that undermine your creativity&lt;br&gt;Contributor to The Writer. Poets &amp; Writers named her book one of the &quot;Best Books for Writers.&quot; Counter productive shoulds are laid bare and replaced with practices to help us all write more, write better, and be happier.&lt;br&gt;<em>Joni B. Cole, Presenter</em></td>
<td><strong>5:00-7:00</strong> Room Closed</td>
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<td><strong>6:00-6:15</strong>&lt;br&gt;Independent Publishing Achievement Award Closing Remarks</td>
<td><strong>6:15-7:00</strong> Publishers Pub - Online networking</td>
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