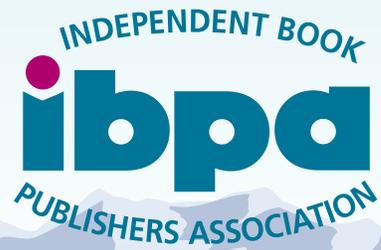


IBPA PUBLISHING UNIVERSITY 2016



APRIL 8-9, 2016 • SALT LAKE CITY, UT

ROOM NUMBERS TO BE ASSIGNED JUST PRIOR TO CONFERENCE

APRIL 7 | THURSDAY

THURSDAY | 9:00 AM – 5:00 PM

Special Program Practical Advice for Metadata, eBook Production, and Distribution

Joshua Tallent, Director of Outreach and Education, Firebrand Technologies

Carolyn Reidy, CEO of Simon & Schuster, stated recently that a small change in the metadata for one of their backlist titles led to more than 37,000 new sales. While your own mileage may vary, the fact that the quality of your metadata and the quality of your eBook files have a direct impact on the sales of your books can't be overstated. In this special one-day workshop, you'll get a crash course in these important topics providing you with practical, actionable steps you can use immediately to get the most out of these critical aspects of your business.

LOCATION: Salt Lake Marriott Downtown at City Creek, Room: Solitude

A separate registration fee of \$99.00 is required to attend this special program.

Interested in registering? Email Mimi Le at mimi@ibpa-online.org for info.

THURSDAY | 5:30 – 7:00 PM

Literature and Libations

For those flying in a bit early, spend Thursday evening meeting and mingling with the Publishing University community during LITERATURE AND 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.

LOCATION: Salt Lake Marriott Downtown at City Creek, Room: Deer Valley

Interested in sponsoring Literature and Libations? Email Robin Bartlett at rbbartlett01@gmail.com.

APRIL 8 | FRIDAY

FRIDAY | 9:00 AM – 10:45 AM

Special Program Exclusive LDSPPA Membership Meeting at Publishing University

IBPA is pleased to support the semiannual LDSPPA (LDS Publishing Professionals Association) membership meeting. The topic of the meeting is *Get Published and Go Viral!* with special guests Kathy Gordon, managing editor at Covenant Communications; Seth Adam Smith, blogger and author of *Marriage Isn't For You*; Lisa Mangum, author of *The Hourglass Door* Trilogy and editor at Deseret Book and Shadow Mountain; and Devan Jensen, executive editor at BYU's Religious Studies Center. Light breakfast will be served (muffins, juice, and water).

LOCATION: Salt Lake Marriott Downtown at City Creek, Room: Solitude

A separate registration fee benefiting the LDSPPA will be collected onsite: \$10.00 for LDSPPA Members: \$35.00 for Nonmembers

APRIL 8 | FRIDAY

FRIDAY | 11:00 AM – 12:00 PM

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

Back by popular demand, we're hosting a special facilitator-led discussion for PubU first timers! Stop by to meet other newbies and learn how to get the most out of your PubU experience. During this session, you'll have a chance to network and meet IBPA staff and veteran PubU attendees who will help answer questions and provide guidance for navigating PubU in style.

LOCATION: Salt Lake Marriott Downtown at City Creek, Room: Deer Valley

Interested in sponsoring Welcome First Timers? Email Robin Bartlett at rbbartlett01@gmail.com.

FRIDAY | 12:30 PM – 12:50 PM

Publishing University Welcoming Remarks Angela Bole, Chief Executive Officer, IBPA

Welcome! Publishing University is YOUR conference. It starts and ends with you. During her brief Welcoming Remarks, IBPA Chief Executive Officer Angela Bole will introduce you to the 2016 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!



LOCATION: Salt Lake Marriott Downtown at City Creek, Room: Grand Ballroom

FRIDAY | 12:50 PM – 1:50 PM

General Session Identifying Your Publishing DNA

Moderator: Chris Kenneally, Copyright Clearance Center

The human genome is a sequence of billions of pieces of DNA, the biological database that makes us who we are. All members of the human family share the same genome, and the countless possible variations account for our individual identities.

The DNA of independent publishers is equally complex and diverse. Many IBPA members trace their roots to work as authors and editors. Others are entrepreneurs or subject matter experts, advocates, or evangelists. No matter where they came from, however, IBPA publishers of every size and genre enjoy a common heritage connected to their desire to share information and inspire the imagination. Through personal stories and case studies, panel members discuss what their individualized publishing heritage says about finding success and happiness as an independent publisher.

LOCATION: Salt Lake Marriott Downtown at City Creek, Room: Grand Ballroom



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



FRIDAY | 1:55 PM – 2:55 PM
Keynote Address
From Idea to Shelf: 7 Tools for Publishing Success (or How I Sold Nearly a Million Poetry Books)
Kwame Alexander — Poet. Kids Author. Novelist. Teacher. Cool Dude.

PHOTO CREDIT: NATAKI HEWLING

FRIDAY | 3:15 PM – 4:15 PM
Breakout Sessions

Focus on THE BOOK
Growing Your Children's Publishing Business

Children's books are different—and we're not just talking about paper stock or colorful illustrations! From the content to the customer, from the marketing to the distribution and end markets, children's book publishers must address demanding audiences and gatekeepers. Join us for real-world insights on growth and success.

MODERATOR: Christopher Kenneally (Copyright Clearance Center)
INSTRUCTORS: Kwame Alexander (Newbery award-winning author), Rana DiOrio (Little Pickle Press), Christopher Robbins (Familius)

Focus on THE BUSINESS
How Small Publishers Can Innovate in Every Area of Their Business

Steven Piersanti tells how BK has survived and thrived in a challenging publishing climate by innovating in every area of its business, from author relationships, editorial, digital publishing, marketing, and production to governance, employee compensation, and community building. Piersanti shares BK's signature practices, including its famous Author Days, its radically author-friendly publication agreement, the BK Authors Cooperative, and the Berrett-Koehler Foundation.

INSTRUCTOR: Steven Piersanti (Berrett-Koehler Publishers)

Focus on THE MARKETING
Top 20 "Outside the Box" Book Marketing Ideas: How Thinking about Your Readers Will Sell More Books

Tired of the same old ideas? This discussion includes unique examples of authors who have traveled outside the box (and sometimes over the top of the box!) to market their work, and will be followed by an energetic, facilitated brainstorming session. Attendees will walk out with at least three new ideas to grow their readership. What are you waiting for? Let the creativity flow!

INSTRUCTOR: Shari Stauch (Where Writers Win)

Focus on THE SALES
Your Book is Just the Beginning: Building Multiple Revenue Streams from a Single Great Idea

When it comes to monetizing content, book sales can be just the tip of the iceberg. Tanya Hall discusses the basic elements to turn your idea into a brand that includes multiple revenue streams. Best suited for non-fiction, but applicable across many genres, this session illustrates best practices on product format for different types of content and how to re-purpose your intellectual property.

INSTRUCTOR: Tanya Hall (Greenleaf Book Group)

Lights, Camera, YOU! — ONLY 4 SPOTS AVAILABLE

HELD DURING THE BREAKOUT SESSIONS • 3:15–4:15 PM and 4:30–5:30 PM
 Boost online visibility, drive traffic to your site, and build a human connection with your audience! You'll create a 3–4 minute video for unlimited use after PubU. An additional \$125 registration fee covers time with a professional videographer, plus basic editing and electronic delivery of the video file. Each session takes 15–20 minutes.

INTERESTED IN REGISTERING? Email Mimi Le at mimi@ibpa-online.org for more information.

Kwame is a poet, educator, and *New York Times* Bestselling author of 21 books, including *The Crossover*, which received: the 2015 John Newbery Medal for the Most Distinguished Contribution to American literature for Children, the Coretta Scott King Author Award Honor, and NCTE Charlotte Huck Honor among others. During this lively keynote address, Kwame will discuss growing up in a publishing family and share some of the tools and tips he learned along the way.

LOCATION: Salt Lake Marriott Downtown at City Creek, Room: Grand Ballroom



ASK THE EXPERTS | 3:15 – 4:15 PM

FRIDAY | 4:30 – 5:30 PM
Breakout Sessions

Focus on THE BOOK
Create Your 30-Second Book Pitch

Learn how to get your voice, your expertise, and your book recognized above the clatter and racket of the crowd. Do you know how to craft a pitch that hooks the listener quickly and succinctly so that books are sold? You'll discover:

- How to create a 30-second, or less, pitch that hooks the listener.
- The three words that every pitch must elicit from the listener.
- The five elements that can make your pitch memorable.

All attendees will practice their pitch and walk away with a makeover.

INSTRUCTOR: Judith Briles (AuthorU.org)

Focus on THE BUSINESS
It's Dangerous to Go Alone

The key to a successful publishing venture, like any other small business, is emphasizing your personal skill set and becoming a good generalist in everything else, while empowering others to assist you where you are weak. It is time to delve into the dangers of DIY and the powers of delegation, to learn what you actually need to know and how to define the limits of your required knowledge. Obtain practical advice for finding and working with professionals who can help you, both employees and vendors.

INSTRUCTORS: Joshua Tallent (Firebrand Technologies), Mark Wesley (me+mi publishing)

Special prize handed out during the session to the first geeky attendee to know what the session title refers to!

Focus on THE MARKETING
Getting a Blog Up and Running: How to Start, Maintain, and Succeed in the Blogosphere

Tailored for the indie publisher of either fiction or nonfiction who wants to establish an online presence for their books through blogging and social media, this session provides an overview of what it takes to start, maintain, and succeed in the blogosphere. You'll gather best practices, writing tips, strategies, and more from seasoned blogger and branding expert Corrin Foster in an intimate classroom setting.

INSTRUCTOR: Corrin Foster (Greenleaf Book Group)

Focus on THE SALES
High Volume Non-Retail (and Other-Retail) Sales: The Specifics Delivered

You can sell more books and make more on each sale—with no returns! Go beyond bookstores & libraries to discover the secrets that sales pros use to find more buyers and make large sales happen. 'Other-retail' and non-retail—e.g., schools, military, associations, and corporations—provide high volume sales opportunities. You'll learn from seasoned book professionals Brian Jud and Sharon Castlen who will show you what to do and when to do it.

INSTRUCTORS: Sharon Castlen (Integrated Book Marketing), Brian Jud (Association of Publishers for Special Sales)

APRIL 8 | FRIDAY

FRIDAY | 6:00 – 9:30 PM

The 28th Annual IBPA Benjamin Franklin Book Awards

Join IBPA as we honor the winners of our 28th 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 2016 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 \$30 each.

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

Interested in sponsoring The Benjamin Franklin Book Awards Ceremony?
Email Robin Bartlett at rbbartlett01@gmail.com.



APRIL 9 | SATURDAY

SATURDAY | 7:30 – 9:00 AM

Continental Breakfast

Generously Sponsored by



SATURDAY | 8:00 – 8:50 AM

Publishing University Early Bird Session We're working on something special. Stay Tuned!

Information about the 8:00 AM Early Bird Session is being confirmed.
Check publishinguniversity.org for the most up-to-date details!

SATURDAY | 9:00 – 10:15 AM

General Session

(Back to) The Future of Independent Publishing: What You Need to Know and Do in 2016 and Beyond

Moderator: Robin Bartlett, Springer Nature

No Delorean? No problem. Let our panel of indie publishing experts provide you with a glimpse of the future of independent publishing. Each publishing pro provides a specialized prognosis of events likely to have a significant impact on the indie publishing market in the near term. These savvy soothsayers translate their prognostications into practical advice and tactics that you can take back to your future operations and apply to your publishing enterprise. Our panelists welcome your specific questions and offer insightful thoughts to help you achieve and succeed as you return "Back to the Future" in your publishing endeavors.



SATURDAY | 10:30 – 11:45 AM
Breakout Sessions



Focus on THE BOOK

Book Registration for Indie Publishers: Metadata Best Practices to Sell and Protect Books

Successful book selling—and online discovery—begins with getting your book's metadata fundamentals right. David covers timing, budgets, resources, and the metadata you need to have prepped before beginning the book registration and distribution process. He addresses the tools and techniques for optimizing metadata for online selling and author/book discoverability.

INSTRUCTOR: David Wogahn (Sellbox)



Focus on THE BUSINESS

There's an App for That! Technology to Support Managing a Literary Business

This session focuses on some of the top apps available to help writers and publishers in several major areas, including: editing, collaboration, time management, self-marketing, accounting, and cost control.

INSTRUCTORS: Monica Landers and David O'Brien (AUTHORS.me)



Focus on THE MARKETING

Online Marketing: Creating an Effective Plan

An overview of online marketing techniques inclusive of a strategic look at what works and what's a waste of time. Thanks to new data sources like TweetReach, Bitly, Google Analytics, Google Trends, we now know which online tools have a record for success. Whether you're the author or publisher, you'll walk away with a sustainable and effective plan for online marketing.

INSTRUCTOR: Fauzia Burke (FSB Associates)



Focus on THE SALES

How to Get the Attention of Indie Bookstores

Some of the most successful indie booksellers offer insights into what works and what doesn't when pitching an indie store. How do you get shelf space and what is the best way to present your book? How should you pitch events and how can you work with stores to maximize the success of an event? Panelists will also touch on what they've learned about what customers want from a bookstore.

INSTRUCTORS: Rob Eckman (The King's English Bookshop), Lynn Rosen (Open Book Bookstore), Len Valhos (Tattered Cover Bookstore)

ASK THE EXPERTS | 10:30 – 11:45 PM



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

SATURDAY | 12:00 - 1:00 PM

IBPA's Annual Meeting & Membership Luncheon

During this special boxed-lunch program, IBPA members have an opportunity to hear from the association's leadership about current governance issues. During the 2016 meeting, we will also review and approve new candidates to the board of directors for terms starting July 1, 2016.

Please see publishinguniversity.org for more information.



Generously sponsored by

INGRAM

**SATURDAY | 1:15 - 2:15 PM
Breakout Sessions**



Focus on THE BOOK

"Let's Edit That Out (Loud)"

This experiential session is back by popular demand and limited to 25 attendees! Though being free of typos is fundamental, what makes a book truly extraordinary is its form, style, continuity, and structure. Illustrating this point, a few writing samples are taken from attendees and edited in front of the room for all to see. By watching a professional editor work with his brain on loudspeaker, you'll gain a better understanding of the editorial process.

INSTRUCTOR: David Kassin Fried (Author/Editor)

PRE-REGISTRATION REQUIRED. Email mimi@ibpa-online.org.

Attendees should submit 400–500 word writing samples for consideration. Email mimi@ibpa-online.org for more information.



Focus on THE BUSINESS

Copyright, Contracts, Content, and More

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, digital rights, contracts and licensing, and international publishing transactions. Filled with case studies and other real-world examples.

INSTRUCTOR: Jonathan Kirsch (Law Offices of Jonathan Kirsch)

Get a leg up! Check out *Kirsch's Handbook of Publishing Law: For Authors, Publishers, Editors and Agents*. Available for purchase online.



Focus on THE MARKETING

Get Branded: The Secret to Soaring above Your Competition

Are you ready to establish your goals, position yourself in your industry, and stand out from the crowd? Then you won't want to miss this hands-on workshop. Author Branding Expert and Internet Marketing Strategist Jeniffer Thompson walks you through the steps. Plus, you'll take home Jeniffer's branding strategy workbook (which you'll use in the class).

INSTRUCTOR: Jeniffer Thompson (Monkey C Media)



Focus on THE SALES

**The Four Ps of Sales Success:
Price, Product, Place, and Promotion**

Most people are familiar with Neil Borden's concept of the Four Ps, but have you given specific thought to how to apply price, product, place, and promotion to your unique publishing program? A good sales strategy will guarantee the availability of an eager market for your books and ancillary products...but only if you plan accordingly.

INSTRUCTOR: Jared Kuritz (STRATEGIES)

ASK THE EXPERTS



You could pay hundreds of dollars for a consultant's attention, but during IBPA's Exclusive Ask the Experts sessions, access to the best in the business is FREE! A 15-minute private consultation with a publishing professional who has valuable experience in the area where you need advice.

Pre-registration is required.

**SATURDAY | 2:30 - 3:30 PM
Breakout Sessions**



Focus on THE BOOK

Covers that Connect: An Experiential Workshop

This experiential session is back by popular demand and limited to 25 attendees. Your book's cover design is brought into focus with support from award-winning design talent. Course highlights include supportive feedback on a specific cover design of your choice and ideas for improvement.

As a bonus, the instructors will prepare individualized critiques for each person who submits their designs at least 2 weeks in advance of the workshop.

INSTRUCTORS: Shannon Bodie (BookWise Design), Jeniffer Thompson (Monkey C Media)

PRE-REGISTRATION REQUIRED. Email mimi@ibpa-online.org.



Focus on THE BUSINESS

Understanding the Emerging Hybrid Publishing Model

The gray area between self-publishing and traditional publishing, also known as hybrid publishing, is becoming better defined with each passing season. Four hybrid publishers discuss what's working and what challenges they face: industry stigma, preorders and returns, distribution, POD, and walking the middle ground between self- and traditional publishing.

MODERATOR: Brooke Warner (She Writes Press)

INSTRUCTORS: Terri Ann Leidich (BQB Publishing), Jeremy Thomas (Inkshares), Gail Woodward (Dudley Court Press)



Focus on THE MARKETING

Navigating Book Publicity in the Digital Age: Find Your Angle

This session focuses on generating publicity in today's market, the role and impact of social media, and the many facets of communicating in today's PR landscape with tweets, posts, and personalized emails. You'll learn when to do it yourself and when to leave it to the experts.

MODERATOR: Marika Flatt (PR by the Book)

INSTRUCTORS: Clark Rich Burbidge (Award Winning Author), Chris Schoebinger (Shadow Mountain Publishing), Jandra Sutton (PR by the Book)



Focus on THE SALES

Identifying Your Bring to Market Strategy

This dynamic panel explores the three main ways indie publishers can bring their books to market: basic fulfillment, full scale distribution, and print on demand. Each approach involves different pieces, planning, and strategy to ensure the books are best positioned for success.

INSTRUCTORS: Bethany Brown (The Cadence Group), Darrin Sappenfield (Total Printing Systems), Richard T. Williams (Small Press United)

HELD IN THE GRAND BALLROOM SIMULTANEOUSLY WITH THE BREAKOUT SESSIONS:

Friday: 3:15 - 4:15 PM

Saturday: 10:30 - 11:45 AM

Saturday: 1:15 - 2:15 PM

Saturday: 2:30 - 3:30 PM

Saturday: 3:45 - 4:45 PM

APRIL 9 | SATURDAY

SATURDAY | 3:45 – 4:45 PM | Breakout Sessions

Focus on THE BOOK

SPEAK! Books that Sell Speeches and Speeches that Sell Books

Would you like to become a PAID speaker? Attend this session to learn:

- three-steps to creating a book that will get you speaking engagements.
- how to make the money!
- when to charge, how much, and when to raise rates. best practices for selling books before, during, & after the Event.
- how to let your audience tell you what your next book should be.

INSTRUCTORS: Brenda Avadian (North Star Books), Karla Olson (Patagonia Books)

Focus on THE BUSINESS

Selling Digital Media in 2016: Challenges and Opportunities for Increasing Revenues

eBook and audiobook formats have captured a permanent place alongside print in terms of reader demand. Join as our panel explores the options available to today's indie publisher. The topics tackled head on include publisher-branded online stores, distribution strategies, protecting prices and margins, digital piracy and DRM, and building online retailing presences that inspire loyalty.

MODERATOR: David Woghan (Sellbox)

INSTRUCTORS: Christopher Robbins (Familius), Christine Munroe (Kobo)

Focus on THE MARKETING

Book Launch: The Agony and the Ecstasy

Setting yourself up to have a successful book launch will promote you and your book during this all-important time in your book's life, and will keep paying dividends for months and years to come. We'll step through the planning process of running a launch that will really get the results you want. We'll look at the assets you bring to the launch, the huge variety of tools you can use when you launch, and the overall strategy that makes it all run.

INSTRUCTOR: Joel Friedlander (Marin Bookworks)

Focus on THE SALES

Creating Super Fans: The Secret to Selling More Books

At the end of the day, for all of the marketing we do—for all of the Tweeting, Facebook-ing, and blogging—what we really want to know is if it's paying off or not. Does any of this work actually sell books? The answer is yes...and no.

During this session, find out how to take everything you've learned at Publishing University to identify the exact right market for your books and how this will effectively and efficiently turn fans into SUPER FANS.

INSTRUCTOR: Penny C. Sansevieri (Author Marketing Experts, Inc.)

SATURDAY | 5:00 – 5:30 PM

IBPA's Publishing University Closing Session (and Raffle Prize Give Away!)

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).



A GUIDE TO SALT LAKE CITY, UTAH

We hope you'll love our 2016 host city as much as we do!

Directly across the street from the Salt Lake Marriott Downtown at City Creek, you'll find the offices of Visit Salt Lake, the local tourism bureau. Stop by for advice on what do with your time in the city...when you're not in conference, that is! The nice folks at Visit Salt Lake will help you locate a museum or music venue, or perhaps the perfect place to buy a gift, grab a beer, or read a book. If you're extending your stay in the Salt Lake City area, they'd be happy to tell you all about the nearby state and national parks.

When you stop by, tell them IBPA sent you and you'll pick up a fun gift to make your stay more comfortable.

Visit Salt Lake
90 South West Temple
Salt Lake City, Utah 84101
801.534.4900 | 800.541.4955



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