

2024 LDSPMA Conference - Thursday, October 17

THURSDAY DEEP-DIVE WORKSHOPS							PUBLISHERS' SUMMIT				
Register for a workshop See workshop descriptions							By invitation only				
7:40-8:00	CHECK-IN & BADGE PICK-UP - Outside room 206-G/H										
	206-C	206-B	206-A	206-G/H	208	Noisebox Studios					
8:00-12:00	KATHRYN PURDIE Cracking the Code of Great Writing: Powerful Techniques to Master Your Writing on a Line Level	SABINE BERLIN & LINDSAY FLANAGAN Getting Published: How to Find the Right Agent, Attract the Right Publisher, or Cost-Effectively Self-Publish Your Book	AUSTIN FALTER Use Short-Form Videos to Attract Loyal Fans!	KARYN LAY Buzzworthy Podcasts: How to Develop, Produce & Market Your Podcast for Success	LIZ KAZANDZHY How to Thrive as a Freelance Editor: Strategies for Efficiency, Project Management & Attracting Clients	DANIEL BLOMBERG & DAVE ZIMMERMAN Watch the Pros Produce a Song in Real Time! <i>Attendees will meet at the registration desk to carpool to Noisebox Studios</i>	9:30-9:45	CHECK-IN & BADGE PICK-UP - Outside room 206-G/H BREAKFAST SNACKS - In room 213-B			
							9:45-10:00	WELCOME AND KICK-OFF - by Christopher Robbins Room 213-B			
								213-C	213-B	213-A	
							10:00-12:00	PRODUCTION & DESIGN FORUM Garth Bruner & Brooke Jordan	SALES & MARKETING FORUM Chris Schoebinger & Ashley Mireles	ACQUISITIONS & EDITORIAL FORUM Lisa Mangum & Steve Piersanti	
12:00-1:20	Grande Ballroom LUNCH & KEYNOTE BY AARON SHERINIAN - Managing director of communications for The Church of Jesus Christ of Latter-day Saints <i>For all Publishers' Summit attendees and for everyone registered for both a morning and an afternoon deep-dive workshop.</i>										
	206-C	206-B	206-A	206-G/H	208	Ragan Theater	213-C	213-B	213-A	214	
1:30-5:30	BRANDON MULL Crafting Commercial Fiction: How to Create & Sell Impactful Stories	DEBBIE RASMUSSEN Self-Publishing Step-by-Step: How to Prepare Your Manuscript for Physical & Digital Publication Like a Pro	KRISTA M. ISAACSON Don't Tell Me About Paris . . . Take Me With You: Hooking Your Nonfiction Readers With Sensory & Emotional Depth	DOUGLAS PEW & DANIEL BLOMBERG How to Stand Out Online in a Noisy World: Creating Your Subscriber-Getting Machine from Start to Finish	BRIAN HOWARD Unleash the Video Potential of Your Smartphone: How to Plan, Film & Edit Book Trailers, Short Films & More with Only Your Phone	BRET BRYCE & DAVE KIMBALL Praises We Sing: Infuse Your Vocal & Instrumental Performances with Greater Confidence, Musicality, Stage Presence & Soul	1:30-3:30	PRODUCTION & DESIGN FORUM Garth Bruner & Brooke Jordan	SALES & MARKETING FORUM Chris Schoebinger & Ashley Mireles	ACQUISITIONS & EDITORIAL FORUM Lisa Mangum & Steve Piersanti	HEADS OF HOUSES COUNCIL
							3:30-4:00	Ending Combined Session: Room 213-B			
5:30-9:00	Ballroom & Ragan Theater CINEMATIC GATHERING: Faithful Cinema & Zions Indie Film Fest Dinner Featuring a screening of <i>The Faith of Angels</i>										

2024 LDSPMA Conference - Friday, October 18 - See [session descriptions & bios](#)



7:30-8:15 The Commons (1st floor) **CHECK-IN:** Badge Pick-Up, Vendor/Exhibit Displays, Book Drop-Off, Book Store, [Professional Headshots](#)

8:15-9:00 Ragan Theater (2nd floor) **PRESHOW** (8:15-8:30): Emcee introductions, audience participation, video highlight reel
KICK-OFF ACTIVITIES (8:30-9:00): Opening prayer, special guest, announcements, presidential message

9:00-9:50 Ragan Theater (2nd floor) **OPENING KEYNOTE BY ALLY CONDIE** - The Journey: Work of the Stars

FICTION WRITING TRACK Ragan Theater	NONFICTION WRITING TRACK 206-C	MARKETING TRACK 206-B	MUSICAL ARTS TRACK 206-A	VISUAL ARTS TRACK 206-G/H	MEDIA TRACK 208	EDITING, DESIGN, & PRODUCTION TRACK 213-A	BUSINESS/LEADERSHIP/FINANCE 213-B	INTERACTIVE SESSIONS Center Stage
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10:00-10:50	STACI OLSEN Real-Time Reactions with an Acquisitions Editor Submit a first page	BRIDGET COOK-BURCH EMPOWERED: Publishing & Marketing Options for Your Inspired Book	EMILY GOULD Overcoming Imposter Syndrome by Embracing Your True Identity: Learning to Genuinely Market Yourself	DANIEL BLOMBERG Music Business 101	EVA KOLEVA TIMOTHY Revealing God Through Creation: Nurturing a Creative Vision	PAUL CARTWRIGHT & JADE GOTTFREDSON A Manner of Curious Workmanship: Being in Hollywood, but not of Hollywood	JANA MILLER How to Analyze Fiction: A Class for Developmental Editors	BARRY RELLA FORD Keys to Building Strong Business Networks & Why You Should Care!	QUICK CRITIQUES Sign up ONLINE PRESENCE AUDITS Sign up
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11:00-11:50 All Rooms: See printed program **NETWORKING GROUPS:** Networking in small groups by niche/industry/genre - Includes a [mini internship fair](#) in Center Stage

12:00-12:50 Grande Ballroom (1st floor) **LUNCH** (Plus, browse the Conference Book Store & Vendor/Exhibit displays)

1:00-1:50	SEPTEMBER C. FAWKES Scenes That Impact: Balancing Action, Dialogue & Description	RACHELLE FUNK Preparing Nonfiction Book Proposals	JO LYNNE LYON How To Derail Your Marketing Campaign in 10 Easy Steps	YAHOSH BONNER Making a Masterful Live Performance: How to Create a Worthy Gift for the Most High	EUGENE TAPAHE How Art Can Heal	AUSTIN FALTER What if Jesus Posted Reels? Creating Authentic Connections with Short-Form Video	CHRISTOPHER CUNNINGHAM 2024 AI Developments for Writers & Publishing Professionals	STEVE GOVEIA The 86400 Concept: Moving from Employee to Entrepreneur	FAST PITCH Sign up to pitch ONLINE PRESENCE AUDITS Sign up
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2:00-2:50	LAURA BAUMGARTEN Four Steps for a Fool-Proof Plot	KEVIN KLEIN A Big-Picture View of Picture Book Writing: Topics, Formats, Support Communities & Publishing Options	MICHELLE DENNIS CHRISTENSEN Building & Marketing an Effective Customer-Centric Business Using the Hero's Journey as a Model	ANGIE KILLIAN 4 Key Parts to Self-Publish Sheet Music	JASON L. JONES Faithful Brushstrokes: Exploring Artists' Paths to Church Publication	MARSHALL & MICHELLE MOORE Mindful Media Consumption: Navigating Entertainment Choices as a Person of Faith	REAL-TIME REACTIONS: BOOK COVERS Shara Meredith, KaTrina Jackson, Lindsay Flanagan & Angela Eschler Submit a cover	SETH JOHNSON Legally Protect Your Art Like Taylor Swift: Lessons in Establishing/Defending Artistic Rights	FAST PITCH Sign up to pitch
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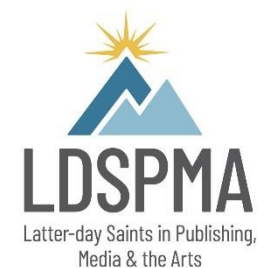
2:50-3:20 The Commons (1st floor) **SNACK AND NETWORKING BREAK:** Explore vendor/exhibit displays, browse the Conference book store, and interact with other attendees

3:20-4:20 Ragan Theater (2nd floor) **KEYNOTE BY KRISTIN M. YEE:** Trusting the Master Creator: Trusting Your Life's Design to the Lord

4:25-5:00 The Commons (1st floor) **MEET-AND-GREET WITH KRISTIN YEE & BREAKOUT SESSION PRESENTERS:** Plus gift drawings, networking, and browsing vendor/exhibit displays

5:00-8:00 Grande Ballroom (1st floor) **LDSPMA AWARDS GALA**
4:25-5:05: VIP Meet-and-Greet in the Center Stage room (1st floor)
5:00-5:45: Doors open at 5:00. Background piano music by CJ Madsen. Photo booth. Awards displays. Meal served at 5:15.
5:45-8:00: Entertainment by the Truman Brothers, Lifetime Achievement Award acceptance remarks, and presentation of awards
[Order Gala tickets](#)

2024 LDSPMA Conference - Saturday, October 19 - See [session descriptions & bios](#)



7:30-8:15	The Commons (1st floor)	CHECK-IN: Badge Pick-Up, Vendor/Exhibit Displays, Book Drop-Off, Book Store, Professional Headshots
8:15-9:00	Ragan Theater (2nd floor)	PRESHOW (8:15-8:30): Emcee introductions, audience participation, <i>Called to Create</i> highlights reel KICK-OFF ACTIVITIES (8:30-9:00): Opening prayer, special guest, announcements, president-elect message

9:00-9:50	Ragan Theater (2nd floor)	KEYNOTE BY BRIGHAM TAYLOR - HOLLYWOOD: An Unexpected Journey
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10:00-10:50	REAL-TIME REACTIONS: FICTION QUERY LETTERS C. Schoebinger, A. Gebert, L. Flanagan & S. Berlin Submit a query letter	ALLISON HONG-MERRILL Writing About Difficult Topics in Memoir	CONNIE SOKOL More Efficient Marketing: 3 Keys to Increase Impact by Leveraging Speaking, Writing & Media	JOELLE EINERSON Crafting, Collaborating & Releasing Quality Music as a Songwriter	MARK & CARALYN BUEHNER The Creativity of Illustrated Stories: From Rough Draft to Finished Piece	PASTOR JEFF McCULLOUGH & KURT FRANCOM Coming Together in Christ: How a Latter-day Saint & an Evangelical Christian Have Built Bridges	NATALIE BRIANNE Using InDesign for Interior Book Formatting	DANIEL BLOMBERG & DOUG PEW Enlightened Business Systems That Support Your Creative Ministry	FAST PITCH Sign up to pitch ONLINE PRESENCE AUDITS Sign up
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11:00-11:50	KAELA RIVERA How to Build a World That Matters	REAL-TIME REACTIONS: NONFICTION BOOK COVER BLURBS A. Eschler, D. Gaunt, K. Isaacson & C. Schoebinger Submit a blurb	JULIE MATERN Advertising: Harness the Power of Social Media & Amazon Ads to Sell Your Books	BECKY WILLARD Creating Success as an Independent Artist in Today's Music Business	ROB & SHARYL ADAMSON Creating a Creative Studio Space: Using Your Favorite Object to Set Your Own Radiating Point®	KURT FRANCOM Men of Faith: How Our Media can Promote God's Visions for Manhood	LAURA BAUMGARTEN Freelance Editing: Balancing Business & Life	STEVEN & GINGER HITZ Entrepreneurial Lessons We Learn from Trees & Other Cool Stuff	FAST PITCH Sign up to pitch ONLINE PRESENCE AUDITS Sign up
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12:00-12:50	Grande Ballroom (1st floor)	LUNCH (Plus, browse Vendor/Exhibit displays and buy books at the Conference Store)
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1:00-1:50	LEHUA PARKER Writing Through Different Lenses	DENNIS GAUNT True Stories Make the Best Stories: How to Bring Your Nonfiction to Life	JEANA ATKISON Funding Your Creative Project with a Kickstarter Campaign	ANN FERGUSON The Missing Link to Mindset Work: Why Thinking Positively May Not Be Enough	LYNDE MOTT The Meta-Physics of Quilts!: Fabric, Form, Function & Family	PAUL SCHWARTZ One by One: Leveraging the Power of Media and Technology to Connect with Your Audience in the Savior's Way	SUZY BILLS Microsoft Word Tricks & Shortcuts to Increase Editing Speed & Accuracy	JACK ZENGER Achieving the 90th Percentile: Becoming an Extraordinary Leader in Publishing, Media & the Arts	QUICK CRITIQUES Sign up for a Quick Critique
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2:00-2:50	GALES SEARS Creating Dynamic Characters Your Readers Will Love	LEIGH ANN COPAS Embracing Vulnerability in the Peer Review Process	ERIKA SARGENT Marketing Safety: Five Ways to Both Promote & Protect Yourself	NICK SALES It's Not Luck: My Formula for How I Made Over 50 Music Videos Go Viral	NORMAN SHURTLIFF How Cartoonists Use Comics to Tell Stories	MCKAY STEVENS Keeping It Real: Sharing Other People's Story Truthfully	MALEAH WARNER Podcasting Made Easy with Descript	BRIDGET COOK-BURCH Your Vision Holds Great Potential! Create a Massive Social & Spiritual Ripple to Inspire the World	QUICK CRITIQUES Sign up for a Quick Critique
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3:00-4:00	Ragan Theater (2nd floor)	CLOSING KEYNOTE BY MICHAEL McLEAN - Creativity: The Gift that Keeps On Giving
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4:00-5:15	The Commons (1st floor)	MASS BOOK & MEDIA SIGNING: Get books, CDs & art signed by conference presenters & others. PLUS: Meet-and-greet with Michael McLean.
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5:15-6:45	Center Stage (1st floor)	LDSPMA ANNUAL INFORMATION & LEADERSHIP MEETING (All conference participants welcome!) - Includes a light dinner
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Schedule subject to minor changes. Last updated 10/2/24. See ldspma.org/schedule for the most up-to-date version.