


























2025 LDSPMA Conference						Our Work, <i>His Glory</i>		 Latter-day Saints in Publishing, Media & the Arts	
7:30 AM-8:15 AM		The Commons (1st floor)		Check-In: Badge pick-up, browse Conference Book Store & Vendor/Exhibitor tables					
8:15 AM-9:00 AM		Ragan Theater (2nd floor)		General Session: Opening prayer, emcee introductions, announcements, and presidential message					
9:00 AM-9:50 AM		Ragan Theater (2nd floor)		Opening Keynote Brad Wilcox: First Book at 18: Why I Wrote Back Then and Why I Still Write Now					
	Ragan Theater	206-A	206-B	206-C	213-A	213-B	206-G/H	208	Interactive Sessions
10:00 AM-10:50 AM	Using YouTube and Social Media to Market Your Projects Stuart Edge 	Real-time Reactions Query PANEL 	Creating with Christ: Uncovering Your Divine Work and Sharing It Fearlessly Tyson Bradley 	Establishing an Entrepreneurial Foundation: Investing in Yourself Steven & Ginger Hitz 	Illuminating Scripture for Today's Audiences: Nonfiction and Historical Fiction Writing Heather B. Moore & S. Kent Brown 	POV: Whose Story Is This Anyway? KaTrina Jackson 	Doodle Your Way to Creative Clarity: Capture ideas simply and powerfully through Doodle Notes Shannon Christensen 	How to Successfully Carry Out a Powerful and Personal Musical Performance, Starting from Scratch CJ Madsen 	Room 214: Headshots (pre-registration required)
11:00 AM-11:50 AM	Grande Ballroom (1st floor)		Networking Groups: Networking in small groups by niche/industry/genre						
12:00 PM-12:50 PM	Grande Ballroom (1st floor)		Lunch: Plus browse Conference Book Store & Vendor/Exhibitor tables						
1:00 PM-1:50 PM	Revise and Shine: Essential Edits Before You Submit Your Book to a Publisher Emily Clark 	Using AI to Help with Newsletter Content and Social Media Posts Julie Matern 	Heroes and Villains J. Scott Savage 	Smart Bookkeeping for Freelancers: How to Track, Analyze, and Close Out Your Finances with Confidence Katie Chambers 	Not Your Momma's Nonfiction: The Exploding Market of Children's Nonfiction Sarah Lynne John 	The Art of Seeing: Stories and Actions That Connect Us Richard Radstone 	Windows to His Love: Infusing Intention and Light into Your Art Katie Garner 	Making Sacred Simple: Crafting Christ-Centered Children's Music Angie Killian & Joelle Einerson 	Center Stage: Fast Pitch & Quick Critiques (pre-registration required)
2:00 PM-2:50 PM	PANEL - Writing in Defense of the Latter-day Saint Faith: The Not-So-Secret REAL "Mormon" Wives Share Their Response to the TV Series Kerry Owen, Fernanda Böhme, Ganel-Lyn Condie, Allison Hong Merrill, Kimberly DowDell, Shayla Egan, Esther Jackson-Stowell, & Caroline Melazzo 	How to Take the Suck Out of Success: Tackling the 4 Obstacles to Confidence Julie Wright 	Go-to Sources for PR and Marketing Advice, from Marketers Whose Day Job Is Marketing JoLynne Lyon 	Developing and Refining Key Substantive Editing Skills: Cohesion, Coherence, and Organization Suzy Bills 	Blockbuster: How Independent Creators Can Build Massively Profitable Businesses Daren Smith 	Stretch, Don't Snap: Managing Stress and Capacity During Hard Business Times Michelle McCullough 	How to Simply Record at Home (For Non Techy People) Becky Willard 	Organic Auditions: A Gentler, More Caring Way of Conducting Auditions Manuel Leybas 	Center Stage: Fast Pitch & Quick Critiques (pre-registration required)
2:50 PM-3:30 PM	The Commons (1st floor)		Snack and Networking Break: Plus browse Conference Book Store & Vendor/Exhibitor tables						
3:30 PM-4:30 PM	Ragan Theater (2nd floor)		Keynote by J. Scott Savage: Healing the Divide: How Art Fosters Kindness in a Contentious World						
5:00 PM-8:00 PM	Grande Ballroom (1st floor)		LDSPMA Awards Gala (conference add-on ticketed event): A semi-formal dinner experience recognizing Lifetime Achievement Award recipients Carla Kelly, Don Bluth, and Sally DeFord, as well as Praiseworthy Award finalists and winners and Spark Award winners. Entertainment by Steve Soelberg and previous award winners.						

Recommended for:



Editors & Publishers



Fiction Writers



Media Artists



Musical Artists




































































































Nonfiction Writers



Performing Artists



Visual Artists

2025 LDSPMA Conference Saturday, October 18th							<div> <div>Our Work, <i>His Glory</i></div> <div>  <div> <div>LDSPMA</div> <div>Latter-day Saints in Publishing, Media & the Arts</div> </div> </div> </div> <div> <div>ELEVENTH ANNUAL CONFERENCE</div> <div>OCTOBER 16-18, 2025</div> <div>UVU SORESEN CENTER, DREM, UT</div> </div>		
7:30 AM-8:15 AM	The Commons (1st floor)		Check-In: Badge pick-up, browse Conference Book Store & Vendor/Exhibitor tables Room 214: Headshots (<i>pre-registration required</i>)						
8:15 AM-9:00 AM	Ragan Theater (2nd floor)		General Session: Opening prayer, announcements, and president-elect message						
9:00 AM-9:50 AM	Ragan Theater (2nd floor)		Keynote by Brad Pelo: To Each a Gift: Stewarding Our Gifts within the Larger "Body of Christ"						
	Ragan Theater	206-A	206-B	206-C	213-A	213-B	206-G/H	208	Interactive Sessions
10:00 AM-10:50 AM	PANEL - Unseen Heroes: The Chosen TV Series— Stories and Experiences of the Supporting and Background Cast <i>Ana Katia, Susanna Brown, Carmen Rejas, & Fernanda Almeida</i>      	Crafting a Book Marketing Strategy That Actually Sells Books <i>Zach Kristensen</i>  	Time Management for Creatives: A 10-Step Plan for Success <i>Ramona Siddoway</i>      	Busting Book Marketing Myths <i>Kaela Rivera</i>  	Revitalizing Your Backlist to Make New Money on Old Books' Releases <i>Heather B. Moore</i>  	Who's in Creative Control Here? Navigating the Editor-Writer Relationship <i>Holly Kolb</i>   	Building Zion One Stage At a Time: Staged Stories as a Mighty Instrument for Good <i>Rebecca Burnham</i>  	Songwriters' Discussion: Writing for His Glory <i>Becky Willard</i> 	Center Stage: Fast Pitch & Quick Critiques (pre-registration required)
11:00 AM-11:50 AM	Build a Loyal Following Without Creator Burnout: How Your Shortform and YouTube Content Plan Will Save You Time and Manage Overwhelm <i>Austin Falter</i>      	Real-time Reactions Cover Design PANEL   	Get the Most Out of Your Beta Readers: Effective Approaches That Won't Waste Your Time (or Theirs) <i>Melissa Muhlenkamp & Mikki Tolley</i>  	Overcoming the Fear of Taxes: Essential Information About Self-Employment Taxes, Quarterly Payments, and Business Deductions <i>Suzy Bills</i>      	Anatomy of a Manuscript: Bringing Your Nonfiction Outline to Life <i>Janine Simons</i>  	Unleash Your Creative Energy <i>Crystal Haitsma</i>      	Crafting Stories through Art: Materializing Meaningful Artistic Narratives <i>Sabrina Squires</i> 	Why Songwriting Hooks Are the MOST Important Part of Your Song! <i>Anjanette Mickelsen</i> 	Center Stage: Fast Pitch & Quick Critiques (pre-registration required)
12:00 PM-12:50 PM	Grande Ballroom (1st floor)		Lunch: Plus browse Conference Book Store & Vendor/Exhibitor tables						
1:00 PM-1:50 PM	Hooks: Irresistible YouTube Thumbnails and Social Media Intros to Captivate Your Audience <i>Jasmin Rappleye</i> 	Writing Emotionally Resonant Fiction <i>Celesta Rimington</i> 	Graphic Design Fundamentals for Writers: Putting Your Best Foot Forward <i>Hannah Ackerman</i>  	The LDS Nonfiction Blueprint: How to Write a Book Publishers Want <i>Emily Clark</i> 	Work/Family Balance: Make Running Your Business Work for Your Family <i>Heather Randall</i>      	Rules as Tools Instead of Laws: Embracing Flexibility as an Editor <i>Liz Kazandzhy</i> 	A Tale of Two Marketing Campaigns: Comparing and Contrasting a Dismal Failure in 2022 with a Dynamic Success in 2024 <i>Jeremy P. Madsen</i>      	Musical Problem Solving: Songwriting Authentically Without Trauma-Dumping or Losing Your Audience <i>Emily Pack</i> 	
2:00 PM-2:50 PM	You Can Succeed on Amazon: Understanding and Using Amazon's Business Model to Help Your Work Stand Out <i>Jeff Wheeler</i>      	Real-time Reactions Songwriting PANEL 	Pulling Back the Curtain on Publishing <i>Heather B. Moore and Kaela Rivera</i>  	Don't Sell Yourself Short: Finding Greater Success in Expanding Your Offer <i>Allen Parkinson</i>      	Judge Every Book by Its Cover, Using Design-thinking in Publication Design <i>Cole Melanson</i>  	The Dos and Don'ts of Dialogue <i>Whitney Hemsath</i>  	I Am Who God Says I Am: Faith's Answer to Imposter Syndrome <i>Cassidy Beck</i>      	Reflecting His Light: Infusing our Art with the Light of Christ <i>Heidi Prigmore</i> 	
3:00 PM-4:00 PM	Ragan Theater (2nd floor)		Closing Keynote by Harry and Debra Bonner: Faith, Family, and Singing: The Family That Prays and Sings Together Stays Together Closing Session: Final announcements, closing prayer						
4:00 PM-5:30 PM	The Commons and Grande Ballroom (1st floor)		Meet the Creators Event: Get books, CDs and art signed by presenters and others Meet-and-Greet: The Bonner Family Internship Fair: Connect with industry professionals						

Recommended for:



Editors & Publishers



Fiction Writers



Media Artists



Musical Artists



















































Nonfiction Writers



Performing Artists



Visual Artists

2025 LDSPMA Conference Pre-Conference Virtual Sessions			<div> <div>Our Work, <i>His Glory</i></div> <div>  LDSPMA <small>Letter-day Salents in Publishing, Media & the Arts</small> ELEVENTH ANNUAL CONFERENCE OCTOBER 16-18, 2025 <small>UVU SORESENSEN CENTER, OREM, UT</small> </div> </div>	
Date	Time	Session	Presenter	Audience
Tuesday, September 9th	6:00pm-7:20pm	Beyond Your Brand: How To Find and Connect with Your True Fans	Becky Willard	
Thursday, September 11th	6:00pm-7:20pm	How to Pitch Fiction or Nonfiction	Angie Fenimore	 
Saturday, September 13th	10:00am-11:20am	Command the Stage: Elevate Your Public Speaking with Confidence & Creativity	Joseph Batzel	      
Tuesday, September 16th	6:00pm-7:20pm	Crafting Your Writing to Change the World: Using LDS Values and Practical Strategies to Lift Others	Warner Woodworth	 
Thursday, September 18th	6:00pm-7:20pm	How to Create a Lead Magnet and Email Welcome Sequence to Attract Your Ideal Audience and Earn Their Trust	Jeremy Madsen	      
Saturday, September 20th	10:00am-11:20am	Plot by Deduction: Finding Your Plot's Missing Pieces Using the Pendant Method	Laura Baumgarten	
Tuesday, September 23rd	6:00pm-7:20pm	Absent a Rating System: Helping LDS Audiences Find and Trust Your Content	Marcus Williams	 
Thursday, September 25th	6:00pm-8:00pm	Pitch Workshop and Q&A	Angie Fenimore	 
Tuesday, September 30th	6:00pm-7:20pm	Start Saving for Retirement Now: Retirement Savings Options, Tax Considerations, and Tips for Getting Started	Nick Peterson	      
Thursday, October 2nd	6:00pm-7:20pm	Flooding the Earth with the Book of Mormon through Visual Art	Jennifer Champoux	
Tuesday, October 7th	6:00pm-7:20pm	No Creator Is an Island: Networking to Build Strong Relationships	Barry Rellafor	      
Thursday, October 9th	6:00pm-7:20pm	Insights From the Top of Podcasting	Benjamin Hancock	
Saturday, October 11th	10:00am-11:00am	Pre-Conference Social		      

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