

2024 LDSPMA Conference - Preconference Virtual Classes - See [class descriptions](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
AUG 18	AUG 19	AUG 20 – 6 PM MT JEREMY MADSEN How to Get the Most Value out of the LDSPMA Conference	AUG 21	AUG 22 – 6 PM MT DOUG PEW & DANIEL BLOMBERG Marketing As Ministry: The Most Effective Way for Creatives to Build Impact, Influence & Income	AUG 23	AUG 24
AUG 25	AUG 26	AUG 27 – 7 PM MT ANGIE FENIMORE Fast Pitch Training: Fiction	AUG 28 – 7 PM MT ANGIE FENIMORE Fast Pitch Training: Nonfiction	AUG 29 – 6 PM MT	AUG 30 – 7 PM MT ANGIE FENIMORE Fast Pitch Training: Q&A and Workshopping Pitches	AUG 31 – 10 AM MT BECKY KEMP Discover Your Word Effect: Unlock Your Inner Leadership with Three Simple Words
SEP 1	SEP 2	SEP 3 – 6 PM MT BRITTEN SESSIONS The Art & Science of Intellectual Property Law for Creatives	SEP 4	SEP 5 – 6 PM MT KIRI JORGENSEN Leadership 101: How to Be the Leader God Wants You to Be	SEP 6	SEP 7 – 10 AM MT KIRI JORGENSEN Navigating the World of Children’s Books
SEP 8	SEP 9	SEP 10 – 6 PM MT WHITNEY HEMSATH OWENS Make ‘em Laugh: The Mechanics of Written Humor	SEP 11 SANDI RYTTING I Don’t Do Numbers, I’m a Creative! How to Navigate Business Finances & Avoid IRS Sharks While Staying True to Your Craft	SEP 12 – 6 PM MT MICHELLE & MARSHALL MOORE Faith in Film	SEP 13	SEP 14 – 10 AM MT ASHLEY LUDLOW Amplify Your Impact: Turn Live Performances into Profitable Keynotes
SEP 15	SEP 16	SEP 17 – 6 PM MT SARAH SKYE 10 Million Subscribers Later: How to Succeed with YouTube	SEP 18	SEP 19 – 6 PM MT JULIE YUEN YIM Sharing Christ Through Chinese Art	SEP 20	SEP 21 – 10 AM MT STACEY LEYBAS Three Facets of Managing a Private Music Teaching Studio
SEP 22	SEP 23	SEP 24 – 6 PM MT JULIE MATERN Ten Mistakes to Avoid as a New Author (What I Wish I’d Known)	SEP 25	SEP 26 – 6 PM MT TED FINCH Crafting a Creative Business Strategy	SEP 27 – 4 PM MT YOUTH ORIENTATION Led by Brittney & Alysha Bennett	SEP 28 – 10 AM MT ABEL KEOGH Writing Latter-day Saint Stories that Resonate With a Wider General Audience
SEP 29	SEP 30	OCT 1 – 6 PM MT NNAMDI OKONKWO The Artist as a Conduit for the Spirit	OCT 2	OCT 3 – 6 PM MT SUZY BILLS Marketing Your Freelance Business like the Boss You Are	OCT 4	OCT 5 (GENERAL CONFERENCE)
OCT 6	OCT 7	OCT 8 – 6 PM MT NORMAN HILL Publishing in Church Magazines	OCT 9	OCT 10 – 6 PM MT NETWORKING SESSION FOR FIRST-TIME ATTENDEES	OCT 11	OCT 12

FRIDAY, OCTOBER 25, 1:00–3:00 PM MT: Virtual Fast Pitch

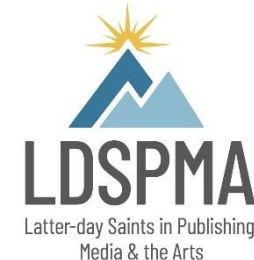
FRIDAY, NOVEMBER 8, 6:00–7:00 PM MT: Youth Attendees Debrief and Next Steps

Schedule subject to minor changes. Last updated 9/2/24. See ldspma.org/schedule for the most up-to-date version.

2024 LDSPMA Conference - Thursday, October 17

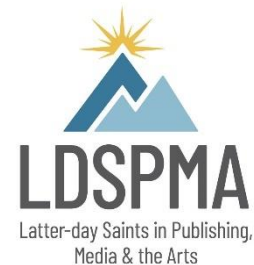
THURSDAY DEEP-DIVE WORKSHOPS							PUBLISHERS' SUMMIT				
Register for a workshop See workshop descriptions							By invitation only				
7:40-8:00	CHECK-IN & BADGE PICK-UP - Outside room 206-G/H										
	206-C	206-B	206-A	206-G/H	208	Noisebox Studios					
8:00-12:00	KATHRYN PURDIE Cracking the Code 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	LIZ KAZANDZHY How to Thrive as a Freelance Editor: Strategies for Efficiency, Project Management & Attracting Clients	KARYN LAY Buzzworthy Podcasts: How to Develop, Produce & Market Your Podcast for Success	AUSTIN FALTER Use Short-Form Videos to Attract Loyal Fans!	DANIEL BLOMBERG & DAVE ZIMMERMAN Watch the Pros Produce a Song in Real Time!	9:30-10:00	CHECK-IN & BADGE PICK-UP - Outside room 206-G/H BREAKFAST SNACKS - In rooms 213-A, B, C			
								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	<i>Center Stage (1st floor)</i>		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	JULIE NELSON & 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
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 RELLAFFORD Keys to Building Strong Business Networks & Why You Should Care!	QUICK CRITIQUES Sign up ONLINE PRESENCE AUDITS Sign up
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
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
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						
4:25-5:00	The Commons (1st floor)		SPEAKER MEET-AND-GREET: Plus gift drawings, contest results, networking, and browsing vendor/exhibit displays and the Conference Store						
5:00-8:00	Grande Ballroom (1st floor)		LDSPMA AWARDS GALA 4:25-5:05: VIP Meet-and-Greet in the Center Stage room (1 st 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](#)



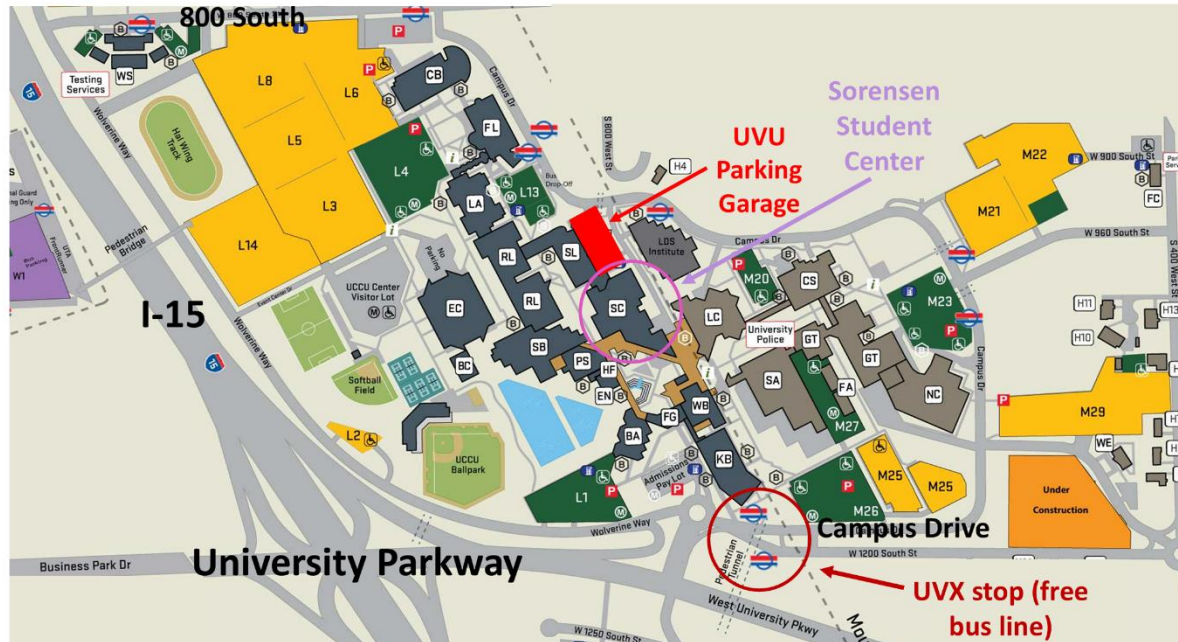
7:30-8:15	The Commons (1st floor)		CHECK-IN: Badge Pick-Up, Vendor/Exhibit Displays, Book Drop-Off, Book Store, Professional Headshots						
8:15-9:00	Ragan Theater (2nd floor)		PRESHOW (8:15-8:30): Emcee introductions, audience participation, <i>Called to Create</i> highlights reel KICK-OFF ACTIVITIES (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						
	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 213-A	BUSINESS/LEADERSHIP/FINANCE 213-B	INTERACTIVE SESSIONS Center Stage
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
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
12:00-12:50	Grande Ballroom (1st floor)		LUNCH (Plus, browse Vendor/Exhibit displays and buy books at the Conference Store)						
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 & Technology to Minister 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
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
3:00-4:00	Ragan Theater (2nd floor)		CLOSING KEYNOTE BY MICHAEL McLEAN - Creativity: The Gift that Keeps On Giving						
4:10-5:15	The Commons (1st floor)		MASS BOOK & MEDIA SIGNING: Meet and get books, CDs, DVDs & art signed by conference presenters & other authors, artists, & creators						
5:15-6:45	Center Stage (1st floor)		LDSPMA ANNUAL INFORMATION & LEADERSHIP MEETING (All conference participants welcome!)- Includes a light dinner						

Schedule subject to minor changes. Last updated 9/2/24. See ldspma.org/schedule for the most up-to-date version.

Parking Map

Yellow parking lots are free (because of UVU's fall break)

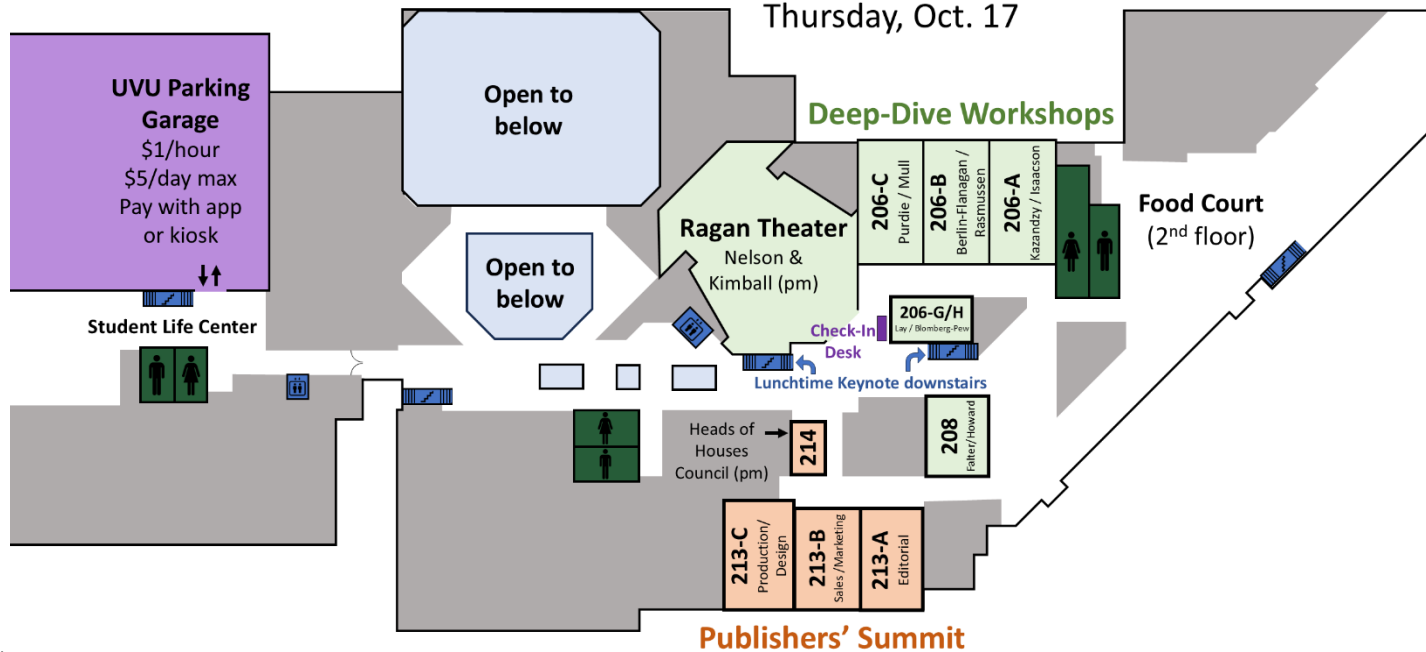
Parking garage is normally \$10/day. We have a special rate of \$5/day.



Thursday Map (2nd floor)

Thursday Workshops and Publishers' Summit

Thursday, Oct. 17



Schedule subject to minor changes.

Friday &
Saturday Maps

Main Conference (Friday–Saturday, Oct 18–19)

