



Time (Mountain)	Publishing Track	Media Track	Marketing Track	Editing, Design, and Production Track	Fiction Writing Track	Nonfiction Writing Track	Interactive Sessions
8:30–9:00	Online informal mingling						
<b>9:00 – 10:00</b>	<b>Keynote by Bruce and Marie Hafen</b> Creating the Biography of Elder Neal A. Maxwell: A Case Study in Research, Writing, and Learning about Authentic Discipleship						
10:10–11:00	Inner Workings of a Publisher: How Publishers Decide What to Publish	Latter-day Saint Filmmaking around the World	How to Be a Better Host and Guest on TV, YouTube, and Podcasts to Grow Your Audience	Editing for Magazines: The How, When, What, and Why	Writing Characters from the Inside Out: Getting to Authenticity	Poetry 101: Imagery, Metaphor, Repetition, Form	Networking Groups: Getting to Know You
11:10–12:00	Transparent Horizons: Church History Department Publishing Today	What's Hot and What's Not: Latter-day Saint Cinema Year-in-Review	How to Build a Career and a Life as a Latter-day Saint Influencer	So You Want to Format a Book: How to Make It Professional	Getting an Agent's Attention in 2020: How to Get Noticed Using Popular Platforms Like Pitch Wars or Twitter Pitch Parties	Rummaging through Our Attics: Using Grief, Trauma, and Personal Experience to Enrich Our Literary Efforts	Networking Groups: Opening Doors
12:00–12:40	Lunch Break						
<b>12:40 – 1:20</b>	<b>Lifetime Achievement Awards Ceremony — Dean Hughes (Writing) • Emily Watts (Editing) • Christopher Robbins (Publishing and Media)</b> Emceed by Carole Mikita						
1:30–2:20	Publishing Contracts Panel: Three Perspectives—Publisher, Author, IP Lawyer	Are You Ready to Make Some Noise? Get Your Songwriting Recorded and Released	Increasing Your Online Presence: Helping Audiences Find You through Internet Searches, Social Media, and Your Website	How to Nail Nonfiction: Developmental Approaches to Make That Story Stand Out	Representation and Responsibility in Fiction: Writing about Mental Health Issues with Hope and a Proper Point of View	Playwriting: A Focus on Dialogue and Character	Networking Groups: Q&A with LDSPMA Leadership
2:30–3:20	Including More Diverse Voices in Publishing	Learn from My Mistakes: What I Wish I'd Known Before Making My First Movie	Sales Funnel = Sales Success	Understanding, Editing, and Publishing Children's Nonfiction	Historical Fiction: History or Fiction?	Facts into Truths: Making the Most of Research in Creative Nonfiction	Online Presence Audit
3:30–4:20	Special Sales and Other Ways to Diversify Sales Beyond Amazon	Lessons Learned as an Actor	Blogging Tips to Grow Your Audience	Build a Website? Yes, You Can: WordPress Makes Building a Dynamic Website Accessible to Anyone		Writing with Power: Clarity, Concision, and Variation	Networking Groups: Lessons Learned
<b>4:30 – 5:30</b>	<b>Keynote by Hilary Weeks — Breaking Into the Music World</b>						



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<b>9:00 – 10:00</b>	<b>Keynote by The Bonner Family</b> Bringing People to Unity in Christ through Music						
10:10 – 11:00	Telling the Stories of Blacks in the Church	One Voice, Many Characters: The Art of Performing Audiobooks, or How Narrators Make Magic with Your Words	Creating Viral Video Content on YouTube, IGTV, and TikTok	So You Want to Be an Editor: Important Must-Knows about Types of Editing and What an Editor Really Does	Picture Perfect Writing: Creating a Memorable Picture Book	Writing Is Reverence: A Latter-day Saint Christian Perspective	Networking Groups: Getting to Know You
11:10 – 12:00	Publishing Paths Panel: Pros and Cons of Big Publishers, Small Ones, and Self-Publishing	The Art of Curating Conversations: Live Podcast of a Conversation with LDSPMA President-Elect Devan Jensen	Creating a Brand That Attracts Fans	Business 101 for Freelancers: Entities, Legal Issues, and Taxes	Getting God out of the Machine: Making Religion and Spirituality Work in Your Writing	Double Vision in Travel Essays: Something Old and Something New	Online Presence Audit
12:00 – 12:40	Lunch Break						
<b>12:40 – 1:20</b>	<b>Praiseworthy Awards Ceremony</b> Emceed by Amanda Dickson						
1:30 – 2:20	Expanding into Audio and Video Publishing	Tips from the Trenches: Guiding Your Career as a Latter-day Saint Media Professional	Build a Better Website	Creating Book Covers That Sell!	How to Point of View: The Ins and Outs of First Person vs. Third Person Narratives	The Creative Essentialist: How to Up-Level Your Creative Competency	Networking Groups: Lessons Learned
<b>2:30 – 3:30</b>	<b>Keynote by Brandon Mull</b> Creating Responsibly: The Interplay between My Faith and My Creative Life						
3:30 – 3:50	Informal mingling time						
3:50 – 5:00	LDSPMA annual leadership meeting — All conference attendees and LDSPMA members welcome						

## Zoom and Tech Help

Use our [Zoom Basics guide](#) or get help on [Zoom's support page](#).

During conference hours, connect with our Tech Troubleshooters in the [Tech Help Room](#).

[ldspma.org](https://ldspma.org)