



Time	Publishing Track	Media and Entertainment Track	Marketing Track	Editing, Design, and Production Track	Fiction Writing Track	Nonfiction Writing Track	Interactive Sessions
	Room 2285	Room 2277	Room 2295	Room 2267	Auditorium	Room 2265	See Description
8:30 – 9:00	Registration, Informal Mingling, and Warm-up Activities						
9:00 – 10:00	Keynote by Alex Boyé • Auditorium My Life as an Artist, Entertainer, Father, and Latter-day Saint						
10:00 – 10:10	Break						
10:10 – 11:00	Publishing for an International Audience to Advance the Lord's Work	<i>Yo Gabba Gabba! Aquabats Super Show! 9 Years to Neptune: Making TV for Kids</i>	The First 3 Steps to Building an Online Presence	Paced to Thrill: Transforming Fiction or Memoir from <i>Almost</i> to <i>Amazing!</i>	How to Tap into Creative Processes (Even When We Don't Feel Creative)	Writing as Ministering: Meeting People in Their Needs	Networking Groups: Getting to Know You - 2287
11:00 – 11:10	Break						
11:10 – 12:00	Publishing Post-COVID: What's Changed and What Does Moving Forward Look Like?	Mainstream Media from Surprising Places: Breakout Success from YouTube and Other Social Media Platforms	How to Start a Podcast from Scratch	Maximizing Productivity and Time Management: How Editors Get More Done without Working More Hours	And Then This Happened: My Unexpected Journey into Nontraditional Publishing	The Magic of Storytelling: Tricks to Help Your Writing Resonate with Audiences	Networking Groups: Getting to Know You - 2287
12:00–12:30	Lunch • Atrium and Ballroom of HCEB						
12:30 – 1:10	Lifetime Achievement Awards Ceremony • Atrium and Ballroom of HCEB Susan Easton Black (Writing) • Marvin K. Gardner (Editing and Design) • Chris Schoebinger (Publishing and Media) • Presented by Connie Sokol						
1:10 – 1:20	Break						
1:20 – 2:10	Writing, Editing, and Publishing in More Inclusive Ways: Intersectionality and Identity Development in Diverse Historical and Fictional Characters	Envisioning the Center for Latter-day Saint Arts: How to Communicate through the Arts	Marketing Careers in Publishing	How to Win at the Pricing Game When You're a Freelancer	Strong Women in History: How to See Them, How to Portray Them	What's the Story? Using Creativity to Tell the Truth in Songwriting	Fast Pitch - 2258 & 2260
2:10 – 2:30	Snack Break and Networking Time • Patio of BYU Conference Center						
2:30 – 3:20	What an Agent Does, How to Become One, and How Agents Help (Even Small) Publishers	Disney, Dream-works, Blue Sky: Latter-day Saint Animators Tell Their Stories	Using Instagram to Find Your Audience	Project "Completion" – Balancing Your Vision with Clients' Needs and Deadlines	Every Word Matters: Revising Your Picture Book Manuscript	Don't Be Dismissed: Tips for Business and Professional Writers	Fast Pitch - 2258 & 2260
3:20 – 3:30	Break						
3:30 – 4:20	Keynote by Lisa Mangum • Auditorium Voices of Light: Using Your Voice to Encourage, Uplift, and Change the World						
4:20 – 4:30	Break						
4:30 – 5:30	Mass Book and Media Signing • 2258 and 2260 Virtual Networking Group: Meet the Incoming President (on Zoom)						
5:30 – 7:30	Screening of <i>Remembering Heaven</i> : Award-Winning Film and Conversation with Executive Producer of Film • Auditorium						



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8:30 – 9:00	Registration, Informal Mingling, and Warm-up Activities						
9:00 – 10:00	Keynote by Derral Eves • Auditorium <i>The Chosen: Producing Media That Is Popular and Praiseworthy</i>						
10:00 – 10:10	Break						
10:10 – 11:00	The Numbers Publishers Use to Decide What to Publish: Factors, Metrics, and Analytical Tools to Evaluate Book Proposals	From Story Idea to Legendary Picture: Various Ways Award-Winning Movies Get Made	Author as Small Business Owner: Secrets from an Industry Professional	Power Book Covers: Understanding Genre through Color, Typography, Trends, and More	Rooting out Racism: How to Identify and Eradicate Racist Tropes	Screenwriting Basics and How to Use <i>Final Draft</i> Software	Fast Pitch - 2258 & 2260
11:00 – 11:10	Break						
11:10 – 12:00	Where's the Line between Priestcraft and Gospel Sharing While Making Money? Questions for Authors, Publishers, Artists, and Media Professionals	The Miracles of New Scripture Media Resources: How Engaging Video Libraries Are Being Created, How Media Professionals and Church Members Are Using Them, and What's Next	Book Distribution Channels: How and Where to Get Your Book Out to the Masses	Producing, Designing, and Editing Your Own Podcasts, Show, and Blogs	Plotting a Page-Turning Novel	How to Write, Edit, and Shop Memoirs: Delivering What Publishers Are Looking For	Fast Pitch - 2258 & 2260
12:00 – 12:20	Lunch • Atrium and Ballroom of HCEB						
12:20 – 1:10	Praiseworthy Awards Ceremony • Atrium and Ballroom of HCEB Presented by Ashlee Stratton						
1:10 – 1:20	Break						
1:20 – 2:10	When It's Meant for the Wider World: National Publishing Success for the Inspired Latter-day Saint Author (Nonfiction focus)	How to Tell Our Amazing Stories for the Big (and Little) Screen	Prognosticating Your Podcast Potential	Editing Film and Graphics for Career Success (A Philosophy)	What's Holding You Back from Your Publishing Goals?	Plums in the Icebox: Finding the Best Words, Images, and Metaphors	Networking Groups: Lessons Learned - 2287
2:10 – 2:20	Break						
2:20 – 3:10	Keynote by Laurel Christensen Day • Auditorium <i>The Pen of a Ready Writer: Preparing to Share What Only You Can</i>						
3:10 – 3:20	Break						
3:20 – 4:00	Mass Book and Media Signing • 2258 and 2260 Virtual Networking Group: Lessons Learned (on Zoom)						
4:00 – 5:30	LDSPMA Annual Leadership Meeting — All conference participants are welcome! • 2265						