



Time	Marketing Track	Fiction Writing Track	Nonfiction Writing Track	Editing, Design & Production Track	Publishing Track	Media Track	Arts Track	Interactive Sessions	
	Auditorium (2254)	Room 2265	Room 2267	Room 2285	Room 2295	Room 2277	Room 2287	Room 2260	Room 2269
8:30 – 9:00	CONFERENCE START, PRESIDENT MESSAGE, WELCOME ACTIVITIES, SPECIAL MUSICAL PERFORMANCE (Auditorium)								
9:00 – 9:50	KEYNOTE BY GERALD N. LUND Auditorium The Work and the Joy: Creating Historical Fiction								
9:50 – 10:00	Break								
10:00 – 10:50	<b>CONNIE SOKOL</b> Present Like a Pro! 3 Steps to Successfully Speak from Any Stage	<b>HEATHER B. MOORE</b> Characterization Sells Fiction: How to Create Strong Characters	<b>ASHLEY NANCE</b> The Inclusion Paradox: Developing Believable Characters with Disabilities While Rooting Out Ableist Tropes	<b>NANCY PETERSON</b> The Great Audiobook Bake Off: Ingredients and Methods to Bake Up a Great Audiobook	<b>PUBLISHERS PANEL</b> Self-Publishing, Traditional Publishing, Hybrid Publishing, and Agents: How Can I Get My Book Published?	<b>ACTORS PANEL</b> Having the Faith to Create a Career in Acting	<b>DANIEL BLOMBERG</b> Six Business Models that Are Working for Latter-day Saint Musicians Right Now	<b>REAL-TIME REACTIONS: FICTION</b> (walk-ins welcome)	<b>ONLINE PRESENCE AUDITS</b> (sign-ups only)
10:50 – 11:00	Break								
11:00 – 11:50	Networking Hour: Participate in three rounds of “speed-dating”-style networking groups, organized by industry, niche, and genre; instructions will be provided								
12:00 – 1:00	Lunch Break								
1:00 – 1:50	<b>JEWEL ALLEN</b> Rapid Branding: A Simple and Sane Approach to Establishing or Revamping Your Author Brand	<b>RACHELLE J. CHRISTENSEN</b> Writing Multi-layered Mystery Novels	<b>S. DAWN BRADFORD</b> Excavating the Power of Your Life Story	<b>LA SHAWN WILLIAMS</b> When Doing Diversity Goes Wrong: Acknowledging, Repairing, and Maintaining Healthy Engagements Online and Offline	<b>ANGELA BOLE</b> What It Means to be Indie: Exploring Independent Book Publishing Today	<b>SPANKY WARD</b> Screenwriting For Beginners and the Basics of Using <i>Final Draft</i> Software	<b>APRIL MESERVY GRANDPRE &amp; KRISTEN BROMLEY</b> How to Create and Sell Meaningful Music in Profitable Ways	<b>FAST PITCH</b> (sign-ups only)	<b>ONLINE PRESENCE AUDITS</b> (sign-ups only)
1:50 – 2:00	Break								
2:00 – 2:50	<b>MARCI MONSON</b> Do I Really Have to Market My Own Book?	<b>JEN GEIGLE JOHNSON</b> A Deep Dive into Deep POV	<b>CHRIS CROWE</b> “Fools Rush In Where Angels Fear to Tread”: Accepting and Avoiding Appropriation in Your Writing	<b>SUZY BILLS</b> Marketing Your Freelance Services: How to Develop Your Unique Selling Proposition, Find Clients, and Build Your Business	<b>DAVID MILES</b> How to Succeed in Children’s Publishing	<b>WYNN HOUGAARD</b> Secrets to Editing Video Like a Pro!	<b>DOUGLAS PEW</b> Marketing for Musicians: How to Sell Online Without Sleaze	<b>FAST PITCH</b> (sign-ups only)	<b>DEMO PALOOZA</b> (walk-ins welcome)
2:50 – 3:00	Break								
3:00 – 4:00	KEYNOTE BY JANE CLAYSON JOHNSON Auditorium The Power of Stories: Having the Courage to Share Yours								
4:00 – 4:10	Break								
4:10 – 5:00	Mass Book and Media Signing (Rooms 2258-2260)								
6:00 – 9:00	PRAISEWORTHY AWARDS AND FUNDRAISING GALA – Provo City Library Ballroom (tickets purchased separately)								



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8:30 – 9:00	CONFERENCE START, PRESIDENT-ELECT MESSAGE, WELCOME ACTIVITIES, MUSICAL PARODY PERFORMANCE (Auditorium)								
9:00 – 9:50 Auditorium	KEYNOTE BY JENNIFER A. NIELSEN The Art or the Artist: Finding the Balance between Your Personal Priorities and Your Art								
9:50 – 10:00	Break								
10:00 – 10:50	<b>MIMI BASCOM</b> Utilizing Social Media to Market Your Brand	<b>JULIE L. SPENCER</b> How to Outline a Romance Novel and Keep the Love Scenes Sweet with a Little Bit of Heat	<b>ANNETTE LYON</b> Self-Editing and Revision: Fixing All the Language Stuff—Glaring and Nit-Picky—to Make the Best Impression	<b>STEVE RICHARDSON</b> Reaching a Global Audience: Recent Advances in Technology for Translation	<b>CHRISTOPHER ROBBINS</b> Publishing as a Career? The Amazing Job Opportunities Publishing Offers	<b>GARRETT BATTY</b> Know and Reach Your Audience Through Film	<b>JENNILYN PRIOR</b> Using Sacred Geometry in Art	<b>FAST PITCH</b> (sign-ups only)	<b>ONLINE PRESENCE AUDITS</b> (sign-ups only)
10:50 – 11:00	Break								
11:00 – 11:50	<b>TAMARA K. ANDERSON</b> Marketing, Leveraging & Monetizing Your Podcast 101	<b>JOHN M. OLSEN</b> How to Polish, Format, and Submit Your Short Story	<b>KARL W. BECKSTRAND</b> Successful Nonfiction Publishing for Beginners	<b>KRISTY GILBERT</b> Copyediting for Science Fiction & Fantasy, Part 1: Immersive Editing	<b>ADAM SIDWELL</b> Think Differently: Expanding Revenue Beyond Traditional Book Sales	<b>TBA</b>	<b>JENNIFER GARDNER</b> Capture the Light: Finding Balance in Your Work and Your Life	<b>FAST PITCH</b> (sign-ups only)	<b>ONLINE PRESENCE AUDITS</b> (sign-ups only)
12:00 – 1:00	Lunch Break								
1:00 – 1:50	<b>TRINA BOICE</b> Marketing Strategies for Authors: 25 Secrets to Impact and Income	<b>KIRI JORGENSEN</b> Plotting and Scheming: Crafting the Middle-Grade Novel to Connect with Readers	<b>DARLENE YOUNG</b> "Come On In—the Water's Fine!": Using Metaphor as an Invitation	<b>KRISTY GILBERT</b> Copyediting for Science Fiction & Fantasy, Part 2: Editing for Consistency	<b>JAMES GOLDBERG</b> Why I Still Believe in Mormon Literature	<b>TOM LAUGHLIN &amp; DENNIS LISONBEE</b> From Script to Screen: Basics in Filmmaking	<b>KENDRA PARRISH BURTON</b> The Impact of Color: How Colors Affect Moods, Attitudes, and Behaviors	<b>REAL-TIME REACTIONS: NONFICTION</b> (walk-ins welcome)	<b>DEMO PALOOZA</b> (walk-ins welcome)
1:50 – 2:00	Break								
2:00 – 3:00 Auditorium	KEYNOTE BY MAULI JUNIOR BONNER If You Believe It, You Can Achieve It!								
3:00 – 3:10	Break								
3:10 – 4:00	Mass Book and Media Signing (rooms 2258-2260)								
4:00 – 5:30	LDSPMA ANNUAL LEADERSHIP MEETING (Room 2265) – All conference attendees and LDSPMA members welcome								