IBPA CALL FOR SPEAKERS IN 2024

This is a PDF of the online application which you can access here:
https://www.surveymonkey.com/r/DPB3VHQ

Covering the In-Person 2024 IBPA Publishing University Conference & Online 2024 PubU Webinars

PAGE 1: INTRO

Hello & Welcome!

The Independent Book Publishers Association (IBPA) -- the largest publishers association in the U.S. -- is inviting speaker proposals from experts interested in presenting in-person at IBPA Publishing University 2024 (Apr 24-27, 2024 at the Hilton Denver City Center, Denver, Colorado) or virtually as part of IBPA PubU Online webinars (scheduled monthly from January through December 2024). **The deadline to apply is October 29, 2023.** In order to be fair to all applicants, this deadline will not be extended.

HOW TO SUBMIT A SPEAKER PROPOSAL FOR THE IN-PERSON IBPA PUBLISHING UNIVERSITY 2024 CONFERENCE:

Review the 15 breakout sessions and select the one for which you'd like to be a presenter. With an eye to making the in-person conference something attendees can't get on Zoom, we will be teaming up presenters for two or more shorter best-practice directed content presentations, and then having a discussion between presenters, and with the audience. The idea is for every session to be a unique, informative discussion that is actionable. We encourage you to think handouts. Think workshop. Think about what makes it special for attendees in the physical room with you.

The following is especially encouraged:

1. Proposals featuring original content and/or research.
2. Proposals featuring real-life scenarios that communicate the organization's challenges and the demonstrated strategies used to resolve them.
3. Proposals featuring checklists, implementation guides, sample policies, action plans, or other tools that attendees can use to apply the knowledge gained in the session.

4. Proposals offering concrete and replicable ideas, actionable advice, and nuts and bolts.
5. Proposals considering and promoting discussions of diversity and inclusion, particularly ones that challenge our norms and seek to create procedures and practices that ensure safe and welcoming environments within our organizations and the publishing industry at-large.

HOW TO SUBMIT A SPEAKER PROPOSAL FOR AN ONLINE 2024 IBPA PUBU WEBINAR:
These are Zoom presentations by a single presenter or team, usually accompanied by slides and/or handouts. In addition to the above points, proposals should focus on key aspects of the business of publishing. Please write all proposals -- and plan to present all sessions -- from a publisher's point of view, as opposed to an author's point of view.

PLEASE NOTE:

- Proposals focused on the craft of writing will not be considered.
- Proposals promoting company products or services will not be considered; however, proposals explaining the underlying technologies used in services will be considered.
- Speakers for the in-person conference receive a complimentary FULL CONFERENCE ticket to IBPA Publishing University 2024.
- IBPA is not able to cover travel expenses for speakers chosen to participate in the in-person conference.
- You are applying to speak and share your expertise with the IBPA community as a volunteer, and we thank you for that. IBPA is a not-for-profit membership association, and together we can live our motto of "helping each other achieve and succeed."

You can submit as many proposals as you'd like. For a blank copy of the questions click here. Questions? Email Lee Wind at lee@ibpa-online.org. IBPA reserves the right to include additional speakers, edit titles and descriptions, and replace moderators as deemed necessary for the overall success of IBPA's educational programming. All such improvements will be reviewed with each applicant. **You will be notified no later than Dec 8, 2023 of the status of your submission.**

PAGE 2: Proposal Submission Form

1. Full Name

2. Company

3. Email Address

4. <u>4.</u> Phone Number

5. <u>5.</u> Have you presented at a previous IBPA Publishing University conference or IBPA PubU Online webinar or podcast? (checkboxes, check as many as apply)
   a. No
   b. Yes – previous Publishing University conference
   c. Yes – previous IBPA PubU Online webinar
   d. Yes – previous IBPA Podcast
      Other: Tell us when you last presented for IBPA (month, year, and topic, please)

6. <u>6.</u> Are you applying to present at the IBPA Publishing University 2024 in-person conference (Apr 24-27, 2024)? (multiple choice, choose one)
   a. Yes (this will take you to page 3)
   b. No (this will skip you ahead to page 4)

<u>PAGE 3: Apply to present at IBPA Publishing University 2024 In-Person Conference (Apr 24-27, 2024)</u>

7. <u>7.</u> There will be 15 Breakout Sessions across 3 Tracks (START STRONG; LEVEL UP; EVERYONE). Please select the Breakout Session(s) for which you are applying to present. If you're applying for more than one, make that clear in your pitch. Thanks!
   a. START STRONG Breakout 1 (1 Hour): **Good Book Design and Production** (including basics, examples, workflow, finding and working with designers)
   b. START STRONG Breakout 2 (1 Hour): **Finding and Managing Your Team** (including acquisitions, branding, freelancers, contractors, agreements)
   c. START STRONG Breakout 3 (1.5 Hours): **Business Goal Setting** (including funding, positioning, preparing and presenting a pitch deck, creating a P&L, budget, cashflow, branding, data analytics and market research)
   d. START STRONG Breakout 4 (1.5 Hours): **Distribution Basics** (including POD print on demand, wholesaling, sales teams, and metadata)
   e. START STRONG Breakout 5 (1 Hour): **Reaching Your Readers** (including consumer marketing, consumer journey, working with bookstores and libraries, events, reviews, licensing, and reaching a global audience.)
   f. LEVEL UP Breakout 6 (1 Hour): **Manufacturing and Options Beyond POD**
   g. LEVEL UP Breakout 7 (1 Hour): **Direct to Consumer Strategies** (covering email lists, social media, advertising, consumer marketing, consumer journey)
   h. LEVEL UP Breakout 8 (1.5 Hours): **Acquisitions and Business Models for Growth** (covering developing your catalog, timing, working with

agents, business models, funding, data analytics, market research, and diversifying your portfolio with new formats, genres, and audiences.)

    i. LEVEL UP Breakout 9 (1.5 Hours): **Back Office Processes, Systems and Tools** (covering royalty systems, project management tools, scaling up, cash flow, finding and managing your team + freelancers and contractors, metadata and title management systems.)

    j. LEVEL UP Breakout 10 (1 Hour): **Specialty Sales and Licensing** (covering revenue streams beyond libraries and bookstores, business development, non-traditional book markets, bulk sales, international sales, collaboration and partnerships -- how to identify, structure, and the agreements.)

    k. Everyone Breakout 11 (1 Hour): **How to Pitch Your Book to Hollywood**

    l. Everyone Breakout 12 (1 Hour): **The Business Case for DEI** (Implementing tactics, not just strategies – case studies for DEI showing how it is healthy and profitable for all of us to lift up under-represented communities.)

    m. Everyone Breakout 13 (1.5 Hours): AI: **How to Use Artificial Intelligence, and What IBPA Should Be Doing About It**

    n. Everyone Breakout 14 (1.5 Hours): **State of the Industry and How IBPA Can Help You as an Indie Publisher** (with Benefits and Book Marketing Programs)

    o. Everyone Breakout 15 (1 Hour): **Accessibility in Publishing Strategies and Benefits** (making your books accessible and how it helps everyone, including your business, including HTML-first workflow vs. Starting with in-Design; making your team inclusive; website accessibility audits.)

    p. PRE-CONFERENCE WORKSHOPS (3.5 Hours) - The programming team is considering four workshops: Business Management Start Strong; Amazon Start Strong; Business Management Level Up; Inventory Management and Distribution Level Up.

    q. EDUTAINMENT: Something else you'd like to propose

8. Please let us know on which date you're available to present the proposed session. Check all that apply.
   a. Thursday, Apr 25, 2023 (In-Person - Pre-Conference Day, Denver, Colorado)
   b. Friday, Apr 26, 2023 (In-Person - Denver, Colorado)
   c. Saturday, Apr 27, 2023 (In-Person - Denver, Colorado)

9. Please provide a one paragraph (5-10 sentences) description for your proposed contribution to the session. Be sure to include "key takeaways" or learning outcomes, e.g. "After attending this session, you will know how to…" or "During this session, you will receive tools/information/etc. to further your knowledge of…." This should be a FULLY FLESHED OUT DESCRIPTION free of typos and ready to be posted online should the session be accepted by the conference planning team.

10. Please provide the full name (first and last) of the person who would present the proposed session. If proposing a panel, the panel moderator must be identified, at least. Panelists can be confirmed at a later date.

11. Please provide a one-paragraph bio for each person (or persons) named in Q11. This should be a FULLY FLESHED OUT BIO free of typos and ready to be posted online should the session be accepted by the conference planning team.

12. Please indicate whether the proposed session is geared toward professionals who publish fiction, nonfiction, or both. Choose only one.
    a. Fiction
    b. Nonfiction
    c. Both

13. Please indicate whether the proposed session is geared toward publishers who publish other people's work, publishers who only publish their own work (i.e., author publishers), or both. Choose only one.
    a. Publishers who publish other people's work
    b. Publishers who only publish their own work
    c. Both

14. To help the conference planning team understand your presentation style (and to give your application an edge), you might upload a 1-2 minute video introducing yourself and your proposed session. You can record this video on your phone or however you'd like and upload the MP4 to IBPA's Hightail account: https://spaces.hightail.com/uplink/IBPA. (Uploading an MP4 is highly recommended, but not required.)
    a. I have uploaded an MP4 to https://spaces.hightail.com/uplink/IBPA...or plan to.
    b. I choose not to upload an MP4.
    c. Optionally, you can share a link to an online video of you presenting here:

15. Please provide further details that would help the conference planning team consider the session proposal. For example, what about the proposal would particularly engage in-person participants? (This question is recommended, but not required.)

16. Are you applying to present an IBPA PubU Online webinar in 2024?
    a. Yes (takes you to page 4)
    b. No (takes you to end of application)

PAGE 4: Apply to present an IBPA PubU Online Webinar in 2024

17. For your application to present an IBPA PubU Online webinar, please indicate the INTENDED AUDIENCE of your proposed session. (Choose all that apply, but understand that a session description for a START STRONG audience rarely

also works for a LEVEL UP audience. Please be considerate in each application. You're welcome to submit multiple applications, adjusting the focus on each, if you'd like.)

    a. START STRONG: Indie Publishers or Author Publishers in the first few years and books of their publishing journeys. Generally this audience has published 0-9 books.

    b. LEVEL UP: Indie Publishers or Author Publishers who are ready to take their publishing business to the next level. Generally this audience has published 10+ books.

    c. EVERYONE

18. Please indicate the INTEREST AREA(s) of your proposed session. Choose all that apply.

    a. Audiobooks
    b. Business Operations
    c. Case Study
    d. Design
    e. Distribution
    f. Diversity in Publishing
    g. Editorial
    h. Edutainment
    i. Finance
    j. Hybrid Publishing
    k. Innovations (i.e., Non-fungable Tokens in publishing, AI in publishing)
    l. Legal Issues
    m. Personal/Career Development
    n. Printing
    o. Public Relations
    p. Reviews
    q. Sales and Marketing
    r. Self-publishing (a.k.a. Author Publishing)
    s. Selling Rights
    t. Traditional (royalty-based) Publishing

19. Please let us know when you're available to present the proposed session. Check all that apply.

    a. January 10, 2024 at 10am Pacific (Virtual)
    b. February 14, 2024 at 10am Pacific (Virtual)
    c. March 13, 2024 at 10am Pacific (Virtual)
    d. April 10, 2024 at 10am Pacific (Virtual)
    e. May 8, 2024 at 10am Pacific (Virtual)
    f. June 12, 2024 at 10am Pacific (Virtual)
    g. July 10, 2024 at 10am Pacific (Virtual)
    h. August 14, 2024 at 10am Pacific (Virtual)
    i. September 11, 2024 at 10am Pacific (Virtual)
    j. October 9, 2024 at 10am Pacific (Virtual)

k. November 13, 2024 at 10am Pacific (Virtual)
l. December 11, 2024 at 10am Pacific (Virtual)

20. Please provide a title for your proposed session. This should be a FULLY FLESHED OUT TITLE free of typos and ready to be posted online should the session be accepted by the webinar planning team.

21. Please provide a one paragraph (5-10 sentences) description for the proposed session. Be sure to include a list of "key takeaways" or learning outcomes, e.g. "After attending this session, you will know how to…" or "During this session, you will receive tools/information/etc. to further your knowledge of…." This should be a FULLY FLESHED OUT DESCRIPTION free of typos and ready to be posted online should the session be accepted by the webinar planning team.

22. Please indicate whether the proposed session is geared toward professionals who publish fiction, nonfiction, or both. Choose only one.
    a. Fiction
    b. Nonfiction
    c. Both

23. Please indicate whether the proposed session is geared toward publishers who publish other people's work, publishers who only publish their own work (i.e., author publishers), or both. Choose only one.
    a. Indie Publishers - Publishers who publish other people's work
    b. Author Publishers - Publishers who only publish their own work
    c. Both

24. To help the webinar planning team understand your presentation style (and to give your application an edge), you might upload a 1-2 minute video introducing yourself and your proposed session. You can record this video on your phone or however you'd like and upload the MP4 to IBPA's Hightail account: https://spaces.hightail.com/uplink/IBPA. (Uploading an MP4 is highly recommended, but not required.)
    a. I have uploaded an MP4 to https://spaces.hightail.com/uplink/IBPA...or plan to.
    b. I choose not to upload an MP4.
    c. Optionally, you can share a link to an online video of you presenting here:

25. Please provide further details that would help the webinar planning team consider your session proposal. For example, what about the proposal would particularly engage online participants? (This question is recommended, but not required.)

All that's left to do is click "DONE" -- Thanks for applying! You will be notified no later than Dec 8, 2023 of the status of your submission.