



# VIRTUAL + IN-PERSON

APRIL 20–21

ON ATTENDIFY



APRIL 29–30

RENAISSANCE  
ORLANDO, FLORIDA



# IBPA PUBLISHING UNIVERSITY 2022

## Two-Part, Virtual + In-Person Conference Delivers 4 Days of Learning

Level Up Your Book Publishing Program with  
Industry Insights, Tools for Success,  
and Peer-to-Peer Networking

In 2022, IBPA Publishing University is back with a flexible format that packs in powerful learning sessions, inspiring keynote speakers, and fun networking events!

The premier educational event for independent publishers promises to deliver more sessions, more flexibility, and more bang for the buck. It starts with a unique two-part format—first a two-day virtual conference (April 20–21) filled with valuable online learning and networking opportunities. Then, one week later at the beautiful Renaissance Orlando (April 29–30), another two days featuring more sessions, in-depth workshops, Expo Hall, in-person networking, and awards dinner.

**More Learning**—With four days of programming total, there are more sessions than ever before. Look for the agenda to be announced by the end of December.

**More Flexibility**—With two days of virtual sessions, you spend less time away from the office and home, and save on hotel. And if you can't travel, you can attend the virtual portion only and still get the learning you need!

**More Value**—Virtual+In-Person, it's like getting two conferences for the price of one. Register before January 15 and save even more with the Early Bird rate. Learn about our flexible refund policy and how you can register with confidence.



**IBPA PUBLISHING UNIVERSITY (#PubU2022)** is where hundreds of independent publishers and industry partners gather to exchange knowledge, resources, strategies, solutions, and more.

Control your conference going experience through this unique 2-part event. General education sessions will be offered over two days of virtual programming on April 20–21, 2022. Most of these virtual sessions will be recorded and available for attendees to view for one month following the conference. Bigger events, 3-hour workshops, parties, the IBPA Benjamin Franklin Award ceremony, and other gatherings will take place in-person at the Renaissance Orlando on Sea Harbor Drive in Orlando, Florida on April 29–30, 2022. To round out the experience, a full day of field trips is being planned for Sunday, May 1, 2022. All in-person events will follow the most current Florida public health guidelines.

**WHO SHOULD ATTEND?** Independent publishers, hybrid publishers, author publishers (aka self-published authors), university presses, and association presses interested in advancing their book publishing know-how.

## CONFERENCE = V+IP

The conference is color-coded:



Teal (blue) signifies the **Virtual Conference** on the Attendify platform



Magenta (pink) signifies the **In-Person Conference** held at Renaissance Orlando, Florida

**Please note:** All times listed are Eastern

## LEARNING FORMATS

Whether you seek interaction, deeper dives into topic areas, learning labs to incite action, thought leader discussions, or all of these, **IBPA Publishing University** learning formats meet you where you want to be. With options for inspiration, peer learning, in-depth exploration, and hands-on training across a wide range of subjects, you're in control of your own professional development.

**Ignite Session:** Enlighten us, but make it quick! 5-minute presentations where the presenters must use 20 slides that auto-advance every 15 seconds

**Keynote:** An inspiring proven industry expert presentation or conversation sharing unique experiences, knowledge, and ideas

**Deep Dive:** Targeted development of skills and understanding featuring lecture-based instruction with very brief audience Q&A

**Learning Lab:** A blend of lecture-based instruction, case studies, peer learning, and high levels of interaction

**Roundtable:** A facilitated discussion around a curated topic that gives each participant time to provide input

**101 Workshop:** In-depth practical instruction to enhance capabilities and critical skills

**201 Workshop:** In-depth advanced instruction aligned with knowledge advancement at a high level (Generally best for in-person only, but will consider virtual)

**Edutainment:** Creative and experiential formats designed to entertain and inspire

## LEARNING LEVELS

We're all at different stages in our publishing career and require different levels of learning.

**IBPA Publishing University** leaves it up to you to decide which content is most beneficial and appropriate for your level of experience.

**101:** Focus on awareness and factual recall; appropriate for those with limited experience of the subject area seeking introductory understanding of the content area

**201:** Focus on application and implementation of highly technical or detailed topics; appropriate for those with substantial prerequisite knowledge seeking the most up-to-date information to heighten expertise

**All Levels:** Appropriate for "Ignite Sessions," "Keynotes," "Edutainment," and "Roundtables"

## IBPA MEMBER TYPE

IBPA supports independent publishers of all shapes and sizes and **IBPA Publishing University** strives to be the one conference to benefit all. To this end, all sessions are categorized by the following IBPA Member Types.

**Author Publisher:** publishers exclusively publishing their own work (self-published authors)

**Independent Publisher:** publishers publishing the work of others (as well as—sometimes—their own work) using a traditional or hybrid publishing model

**All Publishers**



TUESDAY | APRIL 19 | 12:00 – 2:00 PM Eastern

## IBPA ANNUAL MEETING OF MEMBERS 2022

All current IBPA members are encouraged to register free-of-charge **here**. *You do not need to register for IBPA Publishing University to attend the IBPA Annual Meeting.*

- “State of the Association” remarks from IBPA CEO
- IBPA Committee Reports. IBPA Committee Chairs present highlights of fiscal year 2021 work
- IBPA Board Member Election. IBPA Board Nominating Committee presents candidates for nomination to IBPA Board of Directors
- “Future Outlook” Remarks from IBPA Chair
- IBPA Board Member Election Results
- Open Forum. Members in good standing are free to speak on any matter of interest to the community and should submit their intention to speak prior to March 31, 2022
- Q&A—Members in good standing ask questions of the IBPA Board and staff



**TOTE BAGS**  
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TUESDAY | APRIL 19 | 3:00 – 4:00 PM Eastern



## GET TO KNOW THE ATTENDIFY EVENT PLATFORM with IBPA’s Christopher Locke

Not quite sure how to use the Attendify event platform? We’re here to help! Join this helpful webinar with IBPA Director of Membership & Member Services Christopher Locke to learn everything you need to know to navigate Attendify and get the most out of your IBPA Publishing University 2022 Virtual+In-Person experience.



For more information and a list of exhibitors, visit [publishinguniversity.org/sponsorship](http://publishinguniversity.org/sponsorship)

Join a 1:1 live video call with an **IBPA Publishing University 2022 exhibitor** from the comfort of your home or office using Attendify’s MeetNow application!

IBPA Publishing University 2022 wouldn’t be possible without the financial support of its exhibitors. During this hour (or anytime, really!), head over to the EXHIBITORS area to say “Thank you!” and get to know the people behind the companies that support the independent book publishing community.

**VIRTUAL EXPO**

Wednesday, April 20  
 3:00 – 4:00 PM Eastern  
 Thursday, April 21  
 3:00 – 4:00 PM Eastern

WEDNESDAY | APRIL 20 | 11:00 AM – 12:15 PM Eastern



## KEYNOTE ADDRESS

**Brooke Warner, She Writes Press on  
“Disrupting the Publishing Industry”**

Brooke Warner is publisher of She Writes Press and SparkPress, president of Warner Coaching Inc., and author of *Write On, Sisters!*, *Green-light Your Book*, *What's Your Book?*, and three books on memoir.

Brooke is a TEDx speaker, weekly podcaster (of “Write-minded” with co-host Grant Faulkner of NaNoWriMo), and former Executive Editor of Seal Press. She is the current Chair of the Bay Area Book Festival and sits on the board of the Book Industry Study Group (BISG). She writes a monthly column for *Publishers Weekly* and is a previous IBPA Board Chair.

**Keywords:** Critical Conversations, Distributing & Selling Books, Keynote Address

**Learning Format:** Keynote | **Learning Level:** All Levels | **IBPA Member Type:** All Publishers



12:30 – 1:30 PM Eastern

**All Things Amazon Part 2:  
A Review of Amazon Marketing with a Focus on  
Amazon Advertising and How & When You Should Use It**

**Presented by Kelly Peterson, Independent Publishers Group (IPG)**

Amazon holds at least 70% of ebook sales and 55% of print, so whether you are working with a distributor or uploading a book to KDP alone, Amazon is key to your business success. Kelly Peterson of IPG will briefly review the full list of Amazon marketing programs, focusing on how to get the most sales from each.

Those who attended “All Things Amazon Part 1” during IBPA Publishing University 2021 will find this session has a great deal of new information building on last year’s concepts. You should have great familiarity with at least one Amazon program before attending.

**Keywords:** Distributing & Selling Books, Marketing Books

**Learning Format:** Deep Dive

**Learning Level:** 201

**IBPA Member Type:** All Publishers

**Reaching the K-12 Education Market**

**Presented by Mel Corrigan, PhD, Scribe Publishing Company; Heather Koons, MetaMetrics; Richard Lena, Brattle Publishing Group; Sharon Shell, IPG**

Bookstores often come to mind when publishers think of the book trade, but the education market is a significant segment that shouldn’t be overlooked by publishers of children’s books and YA. You will receive information from industry experts about (1) what the education market wants, (2) what leveling is and why it’s important, and (3) what publishers can do to make titles attractive and visible to the education market, followed by a Q&A period.

**Keywords:** Distributing & Selling Books, Marketing Books

**Learning Format:** Roundtable

**Learning Level:** 101

**IBPA Member Type:** All Publishers

**Session to Come**

**Presented by**

More info to come soon.

**Keywords:**

**Learning Format:**

**Learning Level:**

**IBPA Member Type:**



1:45 – 2:45 PM Eastern

**Reaching Black and Latinx Readers**

**Presented by Kathi Berens and Rachel Noorda, PhD, Portland State University; Sonia Thompson, Inclusive Marketing Consultant**

BIPOC (Black, Indigenous, and People of Color) readers have been underserved in the book industry, but data from The Immersive Media & Books 2020 report, developed by Portland State University and sponsored by IBPA, reveals that Black and Latinx millennials are actually some of the most active book readers, buyers, and borrowers. BIPOC readers are avid engagers across formats, younger, open to more formats (like comics and audiobooks), and more likely to use social media both to find reviews and to write them. Learn more about this audience and how to reach them in this presentation.

**Keywords:** Critical Conversations, Distributing & Selling Books, Marketing Books

**Learning Format:** Learning Lab

**Learning Level:** All Levels

**IBPA Member Type:** All Publishers

**The Next Chapter: Promoting Your Book Post-Publication**

**Presented by Amanda Marquette, Greenleaf Book Group**

A strong marketing strategy, combined with the excitement, urgency, and newness of a launch will carry many books’ marketing, social media, digital media, and publicity teams for months following publication without a lull. But once the launch strategy has been executed, how do you maintain promotional momentum and book sales? Learn how to evaluate the efficacy of a book’s launch campaign in order to craft a healthy and accurate ongoing marketing plan.

**Keywords:** Marketing Books

**Learning Format:** Deep Dive

**Learning Level:** 101

**IBPA Member Type:** All Publishers

**Session to Come**

**Presented by**

More info to come soon.

**Keywords:**

**Learning Format:**

**Learning Level:**

**IBPA Member Type:**

3:00 PM to 4:00 PM Eastern



Join a 1:1 live video call with an **IBPA Publishing University 2022 exhibitor** from the comfort of your home or office using Attendify's MeetNow application!

Keywords: **Exhibitor Expo**  
 IBPA Member Type: **All Publishers**

4:15 – 5:15 PM Eastern



**Book Trailer Building Blocks**

Presented by **Ja-ne de Abreu, JMFdeA Press**

Learn about the various components of how to create a successful book trailer. During this session, you will receive the information to further your knowledge about writing an effective script, video filming and selection, voice over creation and selection, music, special effects, and sound effects. There will be examples of effective as well as poorly constructed booktrailers to show how a small component can make a large difference. Audience interaction will be sure to be lively and add to the fun presentation.

Keywords: **Marketing Books**  
 Learning Format: **Learning Lab**  
 Learning Level: **101**  
 IBPA Member Type: **All Publishers**

**COVID-19 and Market Impacts: Takeaways From Industry Thought Leaders Sessions to Shape Your Strategy**

Presented by **Bailey Davis, IngramSpark Sales; Amanda Sharp, Ingram Lightning Source**

In 2021, Ingram Content Group's Amanda Sharp coordinated a series of industry leader-led webinars that discussed the impact of COVID-19 and supply chain disruptions in the publishing industry. In this interview-style session, Amanda and Ingram's Bailey Davis will unpack the biggest takeaways from this series of hour-long webinars. Publishers and authors alike will learn what market changes they can expect will stick around, how publishers can make the most out of formats for their sales strategy long term, global agility strategies, and how to make successful annual plans.

Keywords: **Critical Conversations, Distributing & Selling Books, Marketing Books**  
 Learning Format: **Deep Dive**  
 Learning Level: **101**  
 IBPA Member Type: **All Publishers**

**Session to Come**

Presented by  
 More info to come soon.  
 Keywords:  
 Learning Format:  
 Learning Level:  
 IBPA Member Type:

5:30 – 6:30 PM Eastern

**Edutainment! Trivia: You May Love Your Lit, But Does Lit Love You?**

Hosted by the **IBPA Staff**

Can Fiction be “truer” than Nonfiction? Are Classics classy? Just because you read books when you were a kid, does that mean you know Kid Lit? These and other important questions will be solved once and for all during this IBPA Publishing University's edutainment session.

Open to all conference registrants. Bring your sense of silly joy. And if you want to dress up as your favorite character from literature, that's even better! (Bonus points if there's an independent publishing connection.)

We'll gather and play along on Zoom.

Keywords: **Edutainment**  
 Learning Format: **Edutainment**  
 Learning Level: **All Levels**  
 IBPA Member Type: **All Publishers**



8:00 – 9:30 PM Eastern

**Virtual Pop-Up Party**

Hosted by the **IBPA Staff**

Grab a beverage and join your fellow IBPA Publishing University Zoomers “Brady Bunch Style” for a virtual pop-up party!

We'll talk about the day we had and the day ahead. We may even throw a few trivia questions and breakout discussions into the mix. Come with your favorite beverage to toast and network with your fellow indie publishers. See you there!

Keywords: **Edutainment**  
 Learning Format: **Edutainment**  
 Learning Level: **All Levels**  
 IBPA Member Type: **All Publishers**

THURSDAY | APRIL 21 | 11:00 AM – 12:15 PM Eastern

## KEYNOTE PANEL

To Be Announced

Keywords: **Keynote**Learning Format: **Keynote** | Learning Level: **All Levels** | IBPA Member Type: **All Publishers**

## 12:30 – 1:30 PM Eastern

## You Can Afford to Be Green

Presented by Sonia Moore and Karla Olson, Patagonia Books

Understanding the intricacies of print production is confusing enough. Add to that consumer demand and your own commitment to sustainability, and you probably feel overwhelmed. In this session, you will learn how to minimize your footprint without breaking the bank.

In accordance with Patagonia's mission statement, publisher Karla Olson and production manager Sonia Moore have spent the last several years refining their program to have the smallest possible footprint. Questions to be answered include: Overseas or domestic? POD or offset? Recycled or FSC paper? Binding options? Packing and shipping? And the biggest question of all... Can you afford to be green?

Keywords: **Creating Books, Critical Conversations**Learning Format: **Deep Dive**Learning Level: **201**IBPA Member Type: **All Publishers**

## Becoming Intersectional: Editorial Sensitivity in Publishing

Presented by Laura Matthews, ThinkStory.biz

Marginalized communities are often harmed by careless word usage and ignorant depictions. Phrases and characterizations that many of us never knew were problematic are now being vocally—and virally—called out. This kind of fallout can be avoided through sensitivity reading and vetting at the editorial stage. Through examples both recent and from the classics, this one-hour session will introduce you to what kinds of language your editorial team should watch out for and give resources you can turn to for specific consultation.

Keywords: **Creating Books, Critical Conversations**Learning Format: **Deep Dive**Learning Level: **101**IBPA Member Type: **All Publishers**

## Session to Come

Presented by

More info to come soon.

Keywords:

Learning Format:

Learning Level:

IBPA Member Type:



## 1:45 – 2:45 PM Eastern

## Diversifying and Retaining Talent in the Publishing Industry

Presented by Stephanie Cohen-Perez, Editor, Writer, Reviewer; Kandace Coston, Lee &amp; Low Books; Caroline Richmond, WNDB; Chelsea Villareal, WNDB

Join the We Need Diverse Books (WNDB) team led by Executive Dir. Caroline Richmond and Senior Program Manager, Chelsea Villareal, for an overview of the nonprofit, its Internship Grant Program, and how IBPA members can partner with WNDB to help diversify and retain talent.

Following the overview, guests will be invited to stay for WNDB community panel entitled "Keeping the Talent". Panelists will discuss and reflect on their own experiences within publishing and how IBPA members can facilitate stronger retention within their houses.

Keywords: **Business of Publishing, Diversity in Publishing**Learning Format: **Deep Dive**Learning Level: **101**IBPA Member Type: **All Publishers**

## Children's Book Publishing: Highs and Lows of Setting the Bar

Presented by Peter Trimarco, Notable Kids Publishing

Learn how to identify and navigate the unique challenges and opportunities inherent in children's book publishing. This session will provide important tools and perspective for publishers to use when vetting and preparing titles, and being a professional in a world that invites child's play. You will explore the applications of trade reviews, how to "level" books, connecting with libraries, author visits, and professionally prepared teacher guides.

Keywords: **Distributing & Selling Books, Marketing Books**Learning Format: **Learning Lab**Learning Level: **101**IBPA Member Type: **All Publishers**

## Design as Art: 5 Truths to Spark Brilliant Cover Design

Presented by Carol Van Den Hende, Mars Inc Global Digital Transformation

Carol Van Den Hende has distilled the key "truths" related to creating brilliant book designs that break through the clutter.

Truth One: Simplicity; Truth Two: Prioritization; Truth Three: Assessment;

Truth Four: Real-Life Situations; Truth Five: Consistency

Carol has taught these precepts at Writer's Digest, Rutgers Writers Conference, DIYMFA, Pen to Print and other more conferences. Join her to spark new ideas for your next book project.

Keywords: **Creating Books**Learning Format: **Learning Lab**Learning Level: **101**IBPA Member Type: **All Publishers**

3:00 PM to 4:00 PM Eastern



Join a 1:1 live video call with an **IBPA Publishing University 2022 exhibitor** from the comfort of your home or office using Attendify's MeetNow application!

Keywords: **Exhibitor Expo**  
 IBPA Member Type: **All Publishers**

4:15 – 5:15 PM Eastern

**Building Your Author Brand for Maximum Book Marketing Success**

Presented by Marissa Eigenbrood, Smith Publicity

An author's brand plays a pivotal role in the overall book publicity strategy; be sure yours sets you up for maximum success.

Learn how to identify and create your unique author brand with the goal of readying your platform for media and reader engagement. Discover how to set yourself and your brand apart, the key components of your branded platform, how your author brand effects book publicity, and much more. Attendees will walk away with a thorough understanding of why a well-developed platform is so important, as well as the right tools for building and branding theirs.

Keywords: **Marketing Books**  
 Learning Format: **Deep Dive**  
 Learning Level: **101**  
 IBPA Member Type: **Author Publishers**

**Airport Stores, Book Stores, Chains: What it Takes to Get on the Shelves**

Presented by Keri-Rae Barnum, New Shelves Books

If you ask an author what shelves they want to see their books sitting on, the answer is quite often Costco! Wal-Mart! Barnes and Noble! and "My book would be perfect for airport stores!" As a publisher (or self-published author) you may be wondering how to turn these lofty goals into reality. This session will be a blend of reality check and roadmap for authors and publishers who want to learn what it takes to get into the military, airport, and chain stores they covet.

Keywords: **Distributing & Selling Books**  
 Learning Format: **Deep Dive**  
 Learning Level: **201**  
 IBPA Member Type: **Independent Publishers**

**Session to Come**

Presented by  
 More info to come soon.  
 Keywords:  
 Learning Format:  
 Learning Level:  
 IBPA Member Type:

6:00 – 7:30 PM Eastern

**CLOSING SESSION  
 Voices of IBPA Publishing University 2022  
 and Virtual Program Closing Remarks**

Hosted by the IBPA Staff



That's a wrap on the virtual portion of IBPA Publishing University 2022!

During this facilitator-led discussion, we will debrief the virtual IBPA Publishing University experience before adjourning and getting ready to meet again in Orlando, Florida on April 29, 2022. What did you learn? How will you apply it? How can we all continue helping each other achieve and succeed?

**Bonus! We'll also announce the four (4) winners of the Virtual Exhibitor Treasure Hunt! Be sure to submit your answers prior to 5:00 PM Eastern on Thursday, April 21, 2022 to qualify.**

Keywords: **Critical Conversations, Keynote Address**  
 Learning Format: **Keynote**  
 Learning Level: **All Levels**  
 IBPA Member Type: **All Publishers**

FRIDAY | APRIL 22

11:00 AM – 4:00 PM Eastern



An IBPA Original—Often Copied, Never Duplicated!

During IBPA's VIRTUAL "Ask the Experts" program, access to the best in the business is included as part of your conference registration! What do you get? A 15-minute private Zoom consultation with a publishing professional who has valuable experience in the area where you need advice.

SEPARATE REGISTRATION WILL OPEN IN MARCH 2022.

Learning Level: **All Levels**  
 IBPA Member Type: **All Publishers**

APRIL 28

RENAISSANCE ORLANDO

VIRTUAL + IN-PERSON



THURSDAY | APRIL 28 | 7:30 – 10:30 PM Eastern

## LITERATURE & LIBATIONS + ULTIMATE MIX TAPE LIVE!



Spend Thursday evening meeting and mingling with the IBPA Publishing University community during our annual **LITERATURE & LIBATIONS**. This special networking event is designed to give IBPA Publishing University attendees the chance to gather informally within in the conference hotel prior to the official in-person conference kick-off on Friday, April 29, 2022.

After a cocktail (or two!) we've got some fun for you! New in 2022, join the BODACIOUS IBPA Publishing University community for some EXCELLECT music trivia. A live DJ will provide dance party vibes.

Renaissance Orlando

6677 Sea Harbor Drive, Orlando, Florida 32827

Keywords: **Networking** | IBPA Member Type: **All Publishers**

LITERATURE & LIBATIONS + ULTIMATE MIX TAPE LIVE! is included as part of your general conference registration. All IBPA Publishing University attendees are welcome. Pre-registration isn't required, but is highly encouraged.

APRIL 29

RENAISSANCE ORLANDO

FRIDAY | APRIL 29 | 8:00 – 10:45 AM Eastern

## PRECONFERENCE SMALL GROUP BREAKFAST MEETUPS



### Breakfast Roundtables

Additional \$55 fee applies

Join your fellow IBPA members for a facilitated conversation over a hot breakfast!

We're coordinating groups of 10 people around topics such as children's publishing, diversity in publishing, women in publishing, hybrid publishing, etc. Each group will have a facilitator to help guide the conversation, and a location to meet in.

Keywords: **Networking, Preconference**

Learning Level: **All Levels**

IBPA Member Type: **All Publishers**

This is a facilitated preconference conversation over a hot breakfast. An additional \$55 fee is required to participate. The fee covers the cost of food. You can sign-up for the Small Group Breakfast Meetups as part of your IBPA Publishing University registration.



FRIDAY | APRIL 29 | 11:00 AM – 12:00 PM Eastern



## WELCOME FIRST TIMERS!

### Learn How to Get the Most Out of Publishing University

Presented by Angela Bole, CEO, Independent Book Publishers Association and Karla Olson, Patagonia Books

Back by popular demand, we're hosting a facilitator-led discussion for IBPA Publishing University first timers! Stop by to meet other newbies and learn how to get the most out of your IBPA Publishing University experience. During this session, you'll have a chance to network and meet IBPA staff and veteran IBPA Publishing University attendees who will help answer questions and provide guidance for navigating IBPA Publishing University in style.



WELCOME FIRST TIMERS is included as part of your general conference registration. All IBPA Publishing University attendees welcome. Pre-registration isn't required, but is highly encouraged.

Keywords: **IBPA**  
 Learning Format: **Deep Dive**  
 Learning Level: **101**  
 IBPA Member Type: **All Publishers**

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FRIDAY | APRIL 29 | 12:00 – 12:30 PM Eastern

## Ballroom Opens! Grab Your Lunch & Your Seat!

Grab your lunch and find a seat! The opening Keynote Address with Steven Green of A Kids Company About will start promptly at 12:30 PM Eastern.

12:30 – 1:45 PM Eastern

## KEYNOTE ADDRESS



Stephen Green, A Kids Company About on

### “Small Businesses Drive the Community”

Stephen Green is chief operating officer of A Kids Company About and a small business advocate known for various projects, including Do. Do More. Do Better, Pitch Black and a \$62 million state fund for Black Oregonians, small businesses and nonprofits.

A true connector of people, Stephen has worked tirelessly for the last 20 years in banking and finance to help deserving businesses start, grow and prosper. Through his work and conversation, he asks us to rethink the paradigm of community consumer habits by investing in the small things that have big impacts on our local backyards.



Keywords: **Critical Conversations, Keynote Address**  
 Learning Format: **Keynote**  
 Learning Level: **All Levels**  
 IBPA Member Type: **All Publishers**

**FRIDAY | 2:00 – 4:15 PM Eastern**

**A Publisher’s Guide to Effective Negotiation**

Presented by Emily Barrosse, Bold Story Press

During this interactive workshop, you’ll learn the “absolute must-knows” about negotiation for publishers. We’ll cover best practices for contract negotiations with authors, vendors, and customers. Key takeaways will include: review of essential negotiation best practices; negotiable and non-negotiable terms in author contracts; and negotiation prep that preserves the relationship and assures wise outcomes.

Keywords: **Business of Publishing**

Learning Format: **Workshop**

Learning Level: **101**

IBPA Member Type: **All Publishers**



**Author Onboarding Toolkit: Everything You Need for Effective Project Management**

Presented by Adrielle Haughee (Hoy)

Staying on track with projects can be daunting, and there’s even more pressure when another person is relying on your leadership. Start out on the right foot with an author onboarding toolkit, complete with eight tools to help you from day one to years after publication.

In this workshop, you’ll review a full project timeline, questions you should ask yourself about your contract, how to create a publicity plan, how to track royalty payments, how to do quarterly sales analysis, and more! You’ll leave with a ready-to-go toolkit for signing new authors and learn the number one reason authors leave their publishers.

Keywords: **Business of Publishing**

Learning Format: **Workshop**

Learning Level: **201**

IBPA Member Type: **Independent Publishers**

**Amazon Deep Dive: Platform Fundamentals, Detail Page Optimization, and Advertising**

Presented by Ian Lamont, i30 Media Corporation

While there are no guarantees of success on Amazon, there are steps publishers can take to improve visibility and sales. In this intermediate-level discussion, independent publisher Ian Lamont gives insights into various Amazon features and programs gleaned from years of selling books and ancillary products on Amazon.

Learn Amazon’s views of the publishing ecosystem and book brands, explore how organic and paid search results can impact your book’s visibility, optimize book detail pages for clicks and conversions, and take a tour of Amazon Advertising. New topics for 2022 will include A+ content and expanded Amazon Advertising formats for brands.

Keywords: **Distributing & Selling Books, Marketing Books**

Learning Format: **Workshop**

Learning Level: **201**

IBPA Member Type: **All Publishers**

**Title Positioning Workshop**

Presented by Mel Corrigan, Scribe Publishing Company

Title positioning is the process of establishing where and how a title fits in the market, how it is unique from and similar to other books in a market segment(s), and how to communicate those attributes to various facets of the book trade. You’ll learn a process for positioning titles 9–18 months before release date (using contemporary sources). You’ll employ steps of the process and leave with refined metadata (for an upcoming title a title of your choosing from your catalog) such as: price point, BISACs, format, comp titles, and key selling points.

Keywords: **Business of Publishing, Marketing Books**

Learning Format: **Workshop**

Learning Level: **201**

IBPA Member Type: **Independent Publishers**



**4:30 – 5:15 PM Eastern**

**Day One In-Person Wrap-up!**

Join your fellow IBPA Publishing University attendees in the Peninsula Ballroom for a quick Day One wrap-up session!

Keywords: **Networking** | Learning Level: **All Levels** | IBPA Member Type: **All Publishers**



**FRIDAY | APRIL 29 | 6:00 – 9:30 PM**

**THE 34<sup>TH</sup> ANNUAL IBPA BENJAMIN FRANKLIN AWARDS™**

**Cocktail Hour: 6:00 – 7:00 PM • Dinner & Ceremony: 7:00 – 9:30 PM**

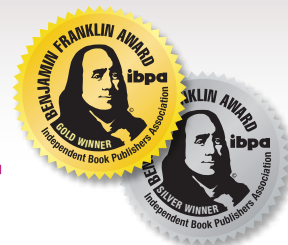
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All IBPA Publishing University attendees can register to attend for only \$65 per ticket. Tickets are first come, first served. Additional tickets (for guests and others not attending IBPA Publishing University) can be purchased for \$80 each.

Join IBPA as we honor the winners of the 34th annual IBPA Benjamin Franklin Awards™! The IBPA Benjamin Franklin Awards, which include over fifty categories recognizing excellence in book editorial and design, are regarded as one of the highest national honors for indie publishers. Held in conjunction with IBPA Publishing University, the 2022 award ceremony is a gala dinner where all Gold winners receive an engraved trophy marking their achievement.

Keywords: **IBPA Benjamin Franklin Award Program, Inside IBPA**  
Learning Level: **All Levels** | IBPA Member Type: **All Publishers**



SATURDAY | APRIL 30 | 7:30 AM – 8:50 AM Eastern

**BREAKFAST + TABLE TOP NETWORKING**

Grab some fuel for the morning, then join a moderated “Table Top Discussions” around a particular area of interest like social media, distribution, publishing non-fiction, IngramSpark, Amazon, etc. Pick your topic when you arrive, then dive right into the food and conversation!



9:00 AM – 10:15 AM Eastern

**KEYNOTE PANEL****To Be Announced**Keywords: **Keynote**Learning Format: **Keynote** | Learning Level: **All Levels** | IBPA Member Type: **All Publishers**

SATURDAY | 10:30 AM – 12:00 PM Eastern

**Book Design 101: How Your Book's Design Influences Buyers and Readers**

Presented by Tamara Dever, TLC Book Design

Design goes well beyond aesthetics, having a different function for each part of your book: the front cover, back cover, and interior. All are key to getting people to notice and buy your book. Whether DIY designing or hiring a professional, you'll leave with a deeper understanding of why good design matters and how to use it to maximize your book's potential. Includes tips and techniques, dramatic before-and-after-samples, and Q&A.

Keywords: **Creating Books**Learning Format: **Deep Dive**Learning Level: **101**IBPA Member Type: **All Publishers****Ethical Hybrid Publishing: How to Avoid Conflicts of Interest and Combat False Perceptions in Publishing's Fastest-Growing Business Model**

Presented by Maggie Langrick, Wonderwell

Hybrid publishing, in which authors pay to be published and distributed to the trade, is a rapidly growing segment of the publishing industry, yet questions linger about ethical issues around a for-pay publishing model. Veteran hybrid publisher Maggie Langrick of Wonderwell unpacks controversial issues and offers candid advice on how to run an ethical hybrid operation with a reputation for publishing critically acclaimed, commercially successful trade books.

Keywords: **Business of Publishing**Learning Format: **Deep Dive**Learning Level: **101**IBPA Member Type: **Independent Publishers****Free Consumer Data and Insights: Informing Your Marketing Strategy**

Presented by Bailey Davis, IngramSpark Sales

Every consumer leaves behind little bits of data in the wake of their online journey—on your website, on social media platforms, and other online communities. There are also a number of resources where you can understand the audience that might not be engaging with your brand. . . yet. This session will show you a few of the ways you can identify the most useful data morsels, identify resources for your desired audience, and how you can use them to point customers towards the book products you have that they want.

Keywords: **Business of Publishing, Marketing Books**Learning Format: **Deep Dive**Learning Level: **101**IBPA Member Type: **All Publishers****Why Reviews Matter (And How to Get Them)**Presented by Victoria Sutherland, *Foreword Reviews* magazine

The value of reviews in almost every business is being played out around the world: hotels, restaurants, products, services, and more than ever: books!

If you have ever wondered why, we will help you understand the importance of, and the differences between trade and/or consumer publication reviews, and their influence on sales and your marketing strategy. Our panel will include trade, consumer, and online reviewers, with time at the end to answer your questions.

Keywords: **Marketing Books**Learning Format: **Deep Dive**Learning Level: **101**IBPA Member Type: **All Publishers**

SATURDAY | 10:30 AM – 12:00 PM Eastern



# ASK the EXPERTS

An IBPA Original—Often Copied, Never Duplicated!

Keywords: Ask the Experts, Networking | Learning Level: All Levels | IBPA Member Type: All Publishers

IBPA's exclusive ASK THE EXPERTS sessions provide access to the best in the business and is included as part of your conference registration! What do you get? A 15-minute private consultation with a publishing professional who has valuable experience in the area where you need advice.

SEPARATE REGISTRATION WILL OPEN IN MARCH 2022

Times listed are Eastern time zone

12:00 – 1:00 PM Eastern



## LUNCH AND TABLE TOP NETWORKING

Grab some fuel for the afternoon, then join a moderated "Table Top Discussion" around a particular area of interest like social media, distribution, publishing non-fiction, IngramSpark, Amazon, etc. Pick your topic when you arrive, then dive right into the food and conversation!

Keywords: Networking  
Learning Level: All Levels  
IBPA Member Type: All Publishers



1:00 – 1:45 PM Eastern

**Ignite** is a favorite edutainment session at each IBPA Publishing University—a showcase of talks that might be bold, possibly brash, maybe even brilliant, but never boring.

It's the learning format that's fast, fun, and focused, where each speaker gets 20 slides, auto-advancing every 15 seconds, for five minutes.

*Their challenge? Enlighten us, but make it quick!*

Keywords: Edutainment  
Learning Level: All Levels  
IBPA Member Type: All Publishers



SATURDAY | 2:00 – 3:15 PM & 3:30 – 4:45 PM Eastern



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**SATURDAY | 2:00 – 3:15 PM Eastern**

**Marketing Books to Schools: Before, During, and After COVID**

Presented by Jane R. Wood, Author

Marketing and selling books to schools has always required some unique strategies. Jane R. Wood will share the strategies that work for the school market and will also address the ways things have changed since COVID. She will identify tactics that publishers can use to make their books more attractive to educators.

**Keywords:** *Distributing & Selling Books, Marketing Books*

**Learning Format:** *Learning Lab*

**Learning Level:** *101*

**IBPA Member Type:** *All Publishers*

**Using Traditional Distribution to Bring Inclusive Voices to Libraries, Indie Bookstores, Kindle Unlimited, Scribd, Epic!**

Presented by Kelly Peterson; Independent Publishers Group

Learn how successful publishers use their distributors' sales and marketing teams to find their audiences. These women-owned, black-owned, and mission-driven publishers have used a distributor to find their niche in mainstream publishing and you can do the same. Every book needs to find its audience, and a distributor's job is to help it get there.

**Keywords:** *Distributing & Selling Books*

**Learning Format:** *Deep Dive*

**Learning Level:** *201*

**IBPA Member Type:** *Independent Publishers*

**The CASE Act: What Publishers Should Know**

Presented by Mary Jo ("MJ") Courchesne, Gryphon Publishing Consulting, LLC

A deep dive into the CASE Act of 2020, we examine the key changes to copyright in the U.S., particularly around the newly-established Copyright Claims Board. The CCB will allow for small-claims infringement cases (less than \$30,000) which will be decided in front of a tribunal of copyright officers. Learn what you need to know about the CCB and how independent publishers may benefit from this new path to protecting your copyright.

**Keywords:** *Business of Publishing, Critical Conversations*

**Learning Format:** *Deep Dive*

**Learning Level:** *201*

**IBPA Member Type:** *All Publishers*

**Network Activation 101: How an Author's Professional and Personal Relationships are Key to a Successful Book Launch**

Presented by Jennifer Jensen, Wonderwell

Leveraging professional and personal relationships is guaranteed to be a major factor in developing a successful book launch. Paid marketing efforts rarely match the power of partnerships with brands or organizations aligned with your message or enthusiastic reader support. This is an overview of everything you need to know for the greatest chance at success.

**Keywords:** *Marketing Books, Networking*

**Learning Format:** *Deep Dive*

**Learning Level:** *101*

**IBPA Member Type:** *All Publishers*

**5:00 – 6:00 PM Eastern**

**Closing Session & Raffle Prize Giveaway**

That's a wrap! During this facilitator-led discussion, you will debrief the IBPA Publishing University experience with your new friends and colleagues before adjourning and heading your separate ways. What did you learn? How will you apply it? How can we continue helping each other achieve and succeed even when not face-to-face at a conference?

**Keywords:** *Networking* | **Learning Level:** *All Levels* | **IBPA Member Type:** *All Publishers*

**3:30 – 4:45 PM Eastern**

**Translating Children's Books**

Presented by Gabriella Alderman, Children's Book Translator; Karen Pavilicic, Elva Resa Publishing

Several key decision points in the translation of children's picture books inform your content, production, and marketing. In this deep dive with publishers and translators, we'll explore how these decisions impact the reader experience, creative process, and title P&L planning. For experienced children's picture book publishers who want to create translated or bilingual books.

**Keywords:** *Business of Publishing*

**Learning Format:** *Deep Dive*

**Learning Level:** *201*

**IBPA Member Type:** *All Publishers*

**Owning the Customer Journey: How to Think Like Amazon and Utilize Direct to Consumer Trends to Grow Your Audience**

Presented by Sarah Gilbert, Lulu.com

Amazon has cornered the market, but you can use the same tactics they employ to corner your own! In this session, you will learn how to sell books directly to your readers through your own website, leveraging the same data and analytics used by the big box stores to create return customers and loyal fans. Join us to learn how to grow your business, brand and bank account.

**Keywords:** *Distributing & Selling Books*

**Learning Format:** *Deep Dive*

**Learning Level:** *101*

**IBPA Member Type:** *Author Publishers*

**Ebooks & Audiobooks: Bringing Your Titles to the Library Market**

Presented by Michele Cobb, Audio and Digital Publishing Consultant; Tavia Gilbert, Audiobook Narrator

During this session, you will learn some key statistics that should encourage you make sure your titles are available to libraries in digital formats and prime them to be seen by buyers. Have an audiobook? You've got an opportunity to market to libraries in yet another way. We will discuss how to interact with librarians, what librarians look for when they are selecting titles, formats that appeal, and different ways you can sell to libraries. Bring your questions!

**Keywords:** *Distributing & Selling Books*

**Learning Format:** *Learning Lab*

**Learning Level:** *101*

**IBPA Member Type:** *All Publishers*

**Session to Come**

Presented by

More info to come soon.

**Keywords:**

**Learning Format:**

**Learning Level:**

**IBPA Member Type:**



You'll also have the chance to win one of several raffle prizes supplied by the wonderful IBPA Publishing University sponsors (must be present to win).