



Friday, August 1st, 2014

8:30 am - 8:35 am

Welcome and Opening Remarks

Phil Sexton, Publisher, Writer's Digest

8:35 am - 9:20 am

Moving the Needle: How to Boost Your Book Sales from 1,000 to 10,000 Copies Sold

Tim Grahl, Founder, Out:think

9:25 am - 10:10 am

Advanced Social Media Skills for Selling Books

Kristen McLean, Book Futurist, CEO, Bookigee

10:15 am - 11:00 am

Advanced Amazon for Authors

Jon Fine, Director of Author & Publisher Relationships, Amazon.com

11:10 am - 11:55 am

Author Branding: What You Need to Know

Michael J. Sullivan, Author

11:55 am - 1:00 pm

Exhibit Break and Lunch on Your Own

1:00 pm - 1:45 pm

A View from the Top: Publishing Insiders on Taking Your Writing Career to the Next Level

Kristin Fassler, Director of Marketing, Penguin Random House

Matthew Baldacci, Vice President of Marketing, Scholastic Trade Publishing

Larry Kirshbaum, Senior Literary Agent, Waxman Leavell Literary Agency

Kate Travers, Director of Digital Business Development, Workman Publishing

Brandi Larsen, Digital Publishing Director, New American Library, Berkley Books, and Celebra imprints at Penguin Random House

1:50 pm - 2:35 pm

When the Author Is a Critic: The View From Both Sides

Emily St. John Mandel, Author

Shanna Swendsen, Author, The Enchanted, Inc Series

Porter Anderson, Journalist/Speaker/Consultant in Publishing

2:45 pm - 3:30 pm

Do You Really Want to Write a Bestseller? Here's How.

Larry Kirshbaum, Senior Literary Agent, Waxman Leavell Literary Agency