



NONFICTION WRITERS CONFERENCE

FALL 2017 AGENDA

THURSDAY 11/9	SPEAKER	TOPIC
9AM PST/ 12PM EST	JIM HORAN	Opening Keynote: When Does Your Author Business Get Easy?
10AM PST/ 1PM EST	SANDRA BECKWITH	Build Your Book Marketing Plan
11AM PST/ 2PM EST	CONNIE RAGAN GREEN	Website Secrets and Content Marketing for Authors
12PM PST/ 3PM EST	JOAN STEWART	Book Hooks: Fun, Timely, Creative Angles to Publicize Your Book
FRIDAY 11/10	SPEAKER	TOPIC
9AM PST/ 12PM EST	STEPHANIE CHANDLER	Advanced Book Marketing: Tactics That Get Results
10AM PST/ 1PM EST	TINA DIETZ	Marketing with Podcasts and Audio Books
11AM PST/ 2PM EST	DENNIS YU	Mastering Facebook Advertising
12PM PST/ 3PM EST	PATRICK SCHWERDTFEGER	Keynote Gold: Speaking to Sell More Books