



IBPA PUBLISHING UNIVERSITY 2024

publishinguniversity.org

April 25-27, 2024
 Denver, Colorado
 Hilton Denver City Center

SCHEDULE AT A GLANCE

[As of 4/5/24 | All times MDT]

Educational tracks will help your publishing business **Rise & Disrupt!** With a **“Start Strong”** track for Indie and Author Publishers who are in their first few years and books of their publishing journey; a **“Level Up”** track for Indie and Author Publishers who have ten or more books already published; and an **“Everyone”** track to collectively look at some of the biggest issues/opportunities in publishing. The IBPA Publishing University 2024 schedule of Keynotes and Breakout Sessions is going to be amazing!

THURSDAY APRIL 25, 2024		AUDIENCE
1-5pm	Preconference Workshops <i>(additional fee applies for workshops 1-4)</i>	
Workshop 1	Business Management (Including Amazon)	Start Strong
Workshop 2	IngramSpark (Setting You and Your Titles Up For Success)	Start Strong
Workshop 3	Amazon	Level Up
Workshop 4	Manufacturing, Distribution, and Fulfillment	Everyone
Workshop 5	Empowering Voices: A Free Community Meeting for Black and Brown Publishers	Every Level
6:30-8:00pm	Welcome Reception (Literature and Libations)	Everyone
FRIDAY APRIL 26, 2024		AUDIENCE
8-10:45am	Small Group Breakfasts <i>(additional fee)</i>	Everyone
11-11:45am	Welcome First Timers! Learn How to Get the Most out of IBPA Publishing University	Everyone
12-12:30pm	Ballroom Opens – Lunch & Meet Our Sponsors	Everyone
12:30-1:45pm	Welcome and Opening Keynote: Rise Above Supply Chain (and Other Industry) Disruption	Everyone
2-3pm	Breakout Sessions #1 & Ask the Experts <i>(Ask the Experts & Sponsors in Main Ballroom)</i>	
Breakout 1 <i>Start Strong</i>	Good Book Design and Production	Start Strong
Breakout 1 <i>Level Up</i>	Beyond Print-On-Demand: Manufacturing, Inventory Management and Fulfillment	Level Up
Breakout 1 <i>Publishing Hot Topic</i>	How to Pitch Your Book to Hollywood	Everyone
3-3:35pm	Friday Afternoon Snack and Meet Our Sponsors!	Everyone

FRIDAY APRIL 26, 2024 <i>(continued)</i>			AUDIENCE
3:35-4:35pm	Breakout Sessions #2 & Ask the Experts <i>(Ask the Experts & Sponsors in Main Ballroom)</i>		
	Breakout 2 <i>Start Strong</i>	Finding and Managing Your Team	Start Strong
	Breakout 2 <i>Level Up</i>	Direct to Consumer Strategies	Level Up
	Breakout 2 <i>Publishing Hot Topic</i>	The Business Case for DEI	Everyone
4:40-5:30pm	Friday Wrap-Up and Book to Screen Pitch Contest		Everyone
6-7pm	IBPA Benjamin Franklin Awards Reception		Everyone
7-10:30pm	IBPA Benjamin Franklin Awards Ceremony & Dinner, Photos & After-Party		Everyone
SATURDAY APRIL 27, 2024			AUDIENCE
8-9:15am	Breakfast, Board Recognition, and Intentional Membership "Speed Dating"		Everyone
9:15-10:30am	Saturday Morning Keynote Panel: Rise and Disrupt!		Everyone
10:35am-12:05pm	Breakout Sessions #3 & Ask the Experts <i>(Ask the Experts & Sponsors in Main Ballroom)</i>		
	Breakout 3 <i>Start Strong</i>	Business Goal Setting	Start Strong
	Breakout 3 <i>Level Up</i>	Acquisitions, Diversifying Your Portfolio, and Business Models for Growth	Level Up
	Breakout 3 <i>Publishing Hot Topic</i>	AI (Artificial Intelligence): How to Use It, and What IBPA Should Be Doing About It	Everyone
12:05-12:35pm	Lunch and Meet Our Sponsors!		Everyone
12:35-1:20pm	Idea XChange Panel/Networking Event		Everyone
1:25-2:55pm	Breakout Sessions #4 & Ask the Experts <i>(Ask the Experts & Sponsors in Main Ballroom)</i>		
	Breakout 4 <i>Start Strong</i>	Distribution Basics	Start Strong
	Breakout 4 <i>Level Up</i>	Back Office Processes, Systems and Tools	Level Up
	Breakout 4 <i>Publishing Hot Topic</i>	State of the Industry and How IBPA Can Help You Succeed as an Indie Publisher	Everyone
2:55-3:30pm	Saturday Afternoon Snack and Meet Our Sponsors!		Everyone
3:30-4:30pm	Breakout Sessions #5 & Ask the Experts <i>(Ask the Experts & Sponsors in Main Ballroom)</i>		
	Breakout 5 <i>Start Strong</i>	Reaching Your Readers (in the US and Beyond)	Start Strong
	Breakout 5 <i>Level Up</i>	Specialty Sales and Licensing	Level Up
	Breakout 5 <i>Publishing Hot Topic</i>	Accessibility for the Market and to the Reader: BISAC Codes, Discovery, and Workflows for Accessibility	Everyone
4:35-5:30pm	Saturday Afternoon Keynote: "Innovators and Disruption" and Closing Session		Everyone
5:30-6:30pm	Post-Conference Wind Down Reading Party		Everyone