



SCHEDULE OF EVENTS
PCPA Spring Conference
April 12 - 13, 2018

Conference Twitter: #18PCPA

Thursday, April 12, 2018

“Like” PCPA Facebook at
pcpaonline.org

10:00 a.m. – 1:00 p.m.	PCPA Board of Directors Meeting and Luncheon (Board members only)
1:00 p.m. – 2:15 p.m.	Opening Session/Keynote Address “A Future With Hope”: Beth Lewis; 1517 Media
2:15 – 2:45	Break
2:45 – 4:00 p.m.	Peer group meetings
	Heads of House Book Editorial Curriculum Digital Publishing Rights
	Retail/Direct Marketing Sales/Customer Service Finance Design Hymnal
4:15 – 5:15	Workshops

Influencer Marketing: In God We Trust, Everyone Else Has to Bring Data: Todd Adkins (LifeWay)
How to Acquire the Books You Most Want to Publish: Chad Allen; Baker Book House
Building an Effective Subsidiary Rights Department: Cindy Riggins (Mosaic Rights Management) and Janet Stapleton (The Foundry Publishing; formerly Nazarene Publishing House)
Effective Curriculum Marketing: Facilitator: Ken Braddy; LifeWay Christian Resources; Panelists: Lena Wooten, Randall House Publications, Julie Horner, Assembly of God Publishing and Abraham Lavoie, Pentecostal Publishing House

Friday, April 13, 2018

8:30 – 9:00 a.m.	Worship/Announcements
9:00 – 10:00 a.m.	Workshops:

Integrating Mobile Marketing into Book Marketing Campaigns: Jeff James; Harper Collins Christian Publishing Group
Customizing Product: Books and Curriculum: Michial Miller (NPD Books) and Marj Pon (UMPH)
Creative Collaborative and Dynamic Relationships that Strengthen Your Teams and Products. Amy Wenger-Cerra (Discovery House)
Metadata, Keywords, and Buy Buttons: Trends, Issues and Best Practices You Need to Know: Joshua Tallent (Firebrand Technologies)

10:00 – 10:30 a.m.	Break
10:30 – 12:30.	Peer Group meetings
12:30 p.m.	Conference Adjourns