

Utah's 2018 Book Marketing Symposium Schedule, Viridian Events Center, West Jordan, UT, Friday March 23, 2018

Time	Room A	Room B	Room C	Lobby/Pre-Function Area
2:00-3:00 PM				Registration/Check-in
3:00-3:10 PM	Symposium Intro			Registration Desk, Networking Area, Vendor Tables
3:10-4:00 PM	Nikki Trionfo	Maxwell A. Drake	Andrea Pearson	
4:10-5:00 PM	Elana Johnson		Brian Halley	
5:10-5:50 PM				Refreshments - Intermission
6:00-6:50 PM	David Farland	Julie Coulter Bellon	Abel Keogh	Registration Desk, Networking Area, Vendor Tables
7:00-7:50 PM	Heather B. Moore	Lareen Strong	Karl Beckstrand	
7:50-8:00 PM	Symposium Outro			

Presenters (in alphabetical order by last name) and Presentations

Karl Beckstrand – Writing & Publishing to Young Readers

Julie Coulter Bellon – Five Secrets to Great Back Cover Copy: Turning Readers From Browsers To Buyers

Maxwell Alexander Drake – The Publishing Industry: Industry to Reader

David Farland – Million Dollar Book Signings

Brian Halley – Seven Secrets to an Award-Winning Book Cover: The Science Behind a Good Book Cover

Elana Johnson – Using Your Mailing List to Increase Your Sales, Fanbase, and Reviews

Abel Keogh – How to Successfully Market Non-fiction: Five Things that All Non-Fiction Writers Need to Know

Heather B. Moore – Build Your Amazon Author Brand

Andrea Pearson – How to Sell Books on Auto Pilot (AKA: Newsletter Automation)

Lareen Strong – The ROI of Book Marketing

Nikki Trionfo – Market Using Your Fans' Creativity