

# 2008 PMA / BEA PUBLISHING UNIVERSITY

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- 102 3A. Potpourri of Advanced Niche Marketing Techniques.
- 103 4A. A Taste of the Web/Advanced Web 2.0 Tools: DIGG, del.icio.us, wikis . . . Oh My!
- 104 5A. How to Make Money Selling Your Company or Acquiring One.
- 105 6A. Got Milk? Branding, Licensing and Product Line Extensions.

### INTERNET TRACK

- 106 1B. Do-It-Yourself Author Web Sites 101.
- 107 2B. Website WOW: Give Your Site a Marketing Makeover.
- 108 4B. The Amazon Advantage: How to Squeeze the Most Out of the World's Largest Online Bookseller.
- 109 5B. Blogging Basics for Authors and Publishers.
- 110 3C. Optimize Your Web Site to Convert Visitors to Customers.
- 111 6C. (ADV) Web 2.0: Book Marketing Strategies for Online Success.
- 112 7C. How to Promote and Sell eBooks in a Multimedia World.
- 113 7H. (ADV) Advanced Blogging: How to Build Buzz and Community with Your Blog.

### EDITORIAL & PRODUCTION TRACK

- 114 602. Catching the Long Tail of Print-on-Demand (POD) and Short-Run Printing.
- 115 1C. Print It Right the First Time.
- 116 2C. Covers That Sell: Essential Elements of Great Book Design.
- 117 4C. Between the Covers: Perfecting a Book's Contents.
- 118 5C. How to Be a Successful Acquisitions Editor.
- 119 3D. Printing Options: Offset, Web, POD and Offshoring.
- 120 6D. (ADV) Advanced Book Design: Planning for Success.
- 121 7D. Build a Better Book: Book Packaging and Book Shepherding.
- 122 8E. How to Hire and Work with Editorial Freelancers.

### SALES TRACK

- 123 402. (ADV) Q&A with Ingram, B&T and Regional Wholesalers.
- 124 8B. Q&A with B&N, Borders and Indies.
- 125 8C. Tap the College, Professional & Medical Markets.
- 126 1D. Transform One Product into Many: Expanding Both Your Product Line and Customer Base.
- 127 2D. Maximizing Sales through Online Retailers.

- 128 4D. Selling to the Hispanic Market: Tapping into 43 Million New Customers.
- 129 5D. The Author: Your Sales & Promotion Partner.
- 130 6E. What's Different When Selling to the Christian Marketplace?
- 131 7E. How to Spell Success When Targeting the African American Market.
- 132 7F. Tap the Elementary and High School Markets.
- 133 8G. A-Z Selling of Foreign Rights and International Distribution.
- 134 1H. Beat the Competition: Selling Children and Young Adult Books.
- 135 1I. The Library Market: Extending Your Sales Frontiers.

### MARKETING TRACK

- 136 601. Special Sales: Magnetic Marketing for Maximum Money.
- 139 3B. You're on the Air.
- 140 8D. The Secrets of Buzz and Word-of-Mouth Marketing.
- 141 1E. Distributors, Wholesalers, Commissioned Reps: What's Right for You?
- 142 2E. Marketing in Your Backyard: Constructing a Powerful Regional Campaign.
- 143 4E. Speaking Professionally: A Powerful Personal Marketing Tool.
- 144 5E. Marketing Fiction, Romance, Mystery and Poetry: Tap the Passion to Connect with Readers.
- 145 3F. Partnership & Cause Marketing: Leveraging New
- 146 6F. Hot Popping Collateral: Creating Promotional Materials That SPEAK to Your Audience.
- 147 7G. (ADV) Drill Down Deeper: Advanced Niche and Backlist Marketing.
- 148 2H. Field of Dreams Publishing: Marketing Plans That Sell Books.
- 149 4H. (ADV) It's Show Time.

### PUBLICITY TRACK

- 150 504. The Top Ten Things You Must Know about Book Publicity.
- 151 7B. Creating Hooks Beyond the Book.
- 152 3E. Online Press Room Basics: Virtual Media Rooms...the Good, the Bad and the Functional.
- 153 1F. The PMA Basic Publicity Course I: Build a Solid Publicity Platform from the Ground Up.
- 154 2F. The PMA Basic Publicity Course II: Creating a Blueprint for a Successful Ongoing Publicity Campaign.
- 155 4F. Online Author Tours: Blog Tours, Chat Tours, and Online Seminars.
- 156 5F. Media Relationships: It's Not What You Know, It's Who You Know.

- 157 8F. (ADV) All Booked Up: How to Hire a Publicist and What to Expect When You Do!
- 158 3G. Get More Out of Your Amazon Page with a PR Makeover.
- 159 6G. The Doctors Are In: Get on the Spot Help with a Critique of Your Marketing, Publicity, and Sales Materials.
- 160 3H. Meet the Media Opinion Makers.
- 161 8H. How Do You Make Yourself More Media Savvy? Making the Media Work for You!
- 162 5I. (ADV) Harnessing the Power of PR: Expanding Your PR Plan with Advanced Internet Applications You Can Implement Yourself.

**GENERAL PUBLISHING**

- 163 101. Welcome to the 2008 Publishing University.
- 164 201. Maximize Your Time/Attendance at Publishing University.
- 165 301. Keynote address: The Joys and the Challenges of Being an Independent Publisher.
- 166 503. How to Make Your Book a National Bestseller.
- 167 603. Small Is the New Big: Staying Small, Staying Profitable.
- 168 604. The BEA Survival Guide: How to Make It Through Book Expo America with Your Sanity Intact.
- 169 6B. The PMA Board Brainstorms the Marketing of Your Book.
- 170 5G. How to Be a Successful Publisher, Plan Strategically and Build Your Company.

- 171 6H. Create a Passion Plan to Sell Your Books and Publishing Program.
- 172 2I. Trends in Bookselling at Barnes & Noble.

**FINANCE TRACK**

- 173 502. Budgeting and Financial Planning Basics for Publishers.
- 174 1G. Budgeting: A Step-by-Step Approach to Building Budgets and Using
- 175 4G. Make More Profitable Financial Choices: Budget Basics—Forecasting Sales, Returns, Costs and Cash Flow.
- 176 5H. P&L for Publishers and Acquisitions Editors.

**LEGAL TRACK**

- 177 501. The Top Ten Legal Issues Every Publisher Should Know.
- 178 2G. Fundamentals of Publishing Law & Update: What Every Publisher Needs to Know.
- 179 4I. Legal Issues in Publishing for 2008.
- 180 8I. Protect Your Copyright, Fair Use and Permissions.

**GENERAL SESSIONS**

- 181 Wednesday Keynote: Increasing Sales at Home and Abroad, Michael Healey
- 182 New Vistas in Independent Publishing: A Conversation, David Steinberger; Johnny Temple

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