

THURSDAY

8:30 - 9:30 AM : Registration/Help Desk (Lobby)

TARPON & SAWYER KEY	LONG KEY
9:30 AM - 10:30 AM <i>Stress-Free Productivity</i> Speaker: Sarra Cannon	9:30 AM - 10:30 AM <i>Estate Planning for Authors</i> Speaker: Sara Wells
10:45 AM - 11:45 AM <i>Adaptation: How to transform your novel for the screen (big or small)</i> Speaker: Ines Johnson	10:45 AM - 11:45 AM <i>What Draft2Digital Built (For You) This Year</i> Speaker: D2D - Kevin Tumlinson

LUNCH—IN THE BANYAN BREEZEWAY SPONSORED BY DRAFT2DIGITAL

1:30 PM - 3:45 PM <i>Using Universal Fantasies to Sell Your Books</i> 2 HOUR WORKSHOP Speaker: Theodora Taylor	1:30 PM - 2:30 PM <i>New Ways to Style Your Books with Vellum</i> Speaker: Brad Andalman
	2:45 PM - 3:45 PM <i>How To Create A Stunning Book Trailer Video In Just Minutes</i> Speakers: Kathleen Sweeney, Anthony Ricker
4:00 PM - 5:00 PM <i>Amazon is Changing...Again</i> Speaker: Dave Chesson	4:30 PM - 5:30 PM <i>Level Up Your Author Business with Data Tracking</i> Speaker: Pete Fu

THURSDAY DINNER ON YOUR OWN

NINC After Dark—Sponsored by Vellum

7:30 – 9:30 PM In the Courtyard

NINC After Dark Desserts—Sponsored by BookFunnel

7:30 – 9:30 PM In the Courtyard



FRIDAY

8:30 - 9:30 AM : Registration/Help Desk (Lobby)

TARPON & SAWYER KEY

9:30 AM - 10:30 AM

The Myth of Intention

Speaker: Becca Syme

10:45 AM - 11:45 AM

Books to Film and TV: What Every Author Wants to Know

Speaker: Maggie Marr

LONG KEY

9:30 AM - 10:30 AM

YouTube for Authors

Speaker: Sarra Cannon

10:45 AM - 11:45 AM

Build Better Facebook Audiences and Reach More Readers with your Ads

Speaker: Malorie Cooper (MD Cooper)

LUNCH—IN THE BANYAN BREEZEWAY

1:30 PM - 2:30 PM

Constructing the Perfect Amazon Book Sales Page: Using proven data to increase conversions: Speaker: Theodora Taylor

1:30 PM - 2:30 PM

Finding Your Perfect Match: How to Hire (or be your own!) Assistant
Speaker: Traci Olsen

2:45 PM - 3:45 PM

Barnes & Noble with Julie Braunschweiger
Speaker: Julie Braunschweiger

2:45 PM - 3:45 PM

Tips & Tricks for Creating a Serialized Story
Speaker: Ines Johnson

4:00 PM - 5:00 PM

Author Marketing Just For You
Speaker: Becca Syme

4:30 PM - 5:30 PM

Domestic Violence in Fiction: Write the Story Survivors Deserve
Speaker: Adriana Herrera

FRIDAY DINNER ON YOUR OWN

NINC After Dark—Sponsored by BookBub

7:30 – 9:30 PM In the Courtyard

NINC After Dark Desserts

7:30 – 9:30 PM In the Courtyard



SATURDAY

TARPON & SAWYER KEY

9:30 AM - 10:30 AM

Using Audiobooks to Enhance Your Author Business: Findaway Voices

Speaker: Will Dages

10:45 AM - 11:45 AM

Treat Your Writing Like a Business

Speaker: Joe Solari

LONG KEY

9:30 AM - 10:30 AM

Copyright & Trademark What Every Author Needs to Know

Speaker: Maggie Marr

10:45 AM - 11:45 AM

Creating the Right Launch Plan For Your Book

Speaker: Malorie Cooper (MD Cooper)

LUNCH—ON YOUR OWN

2:00 PM - 3:00 PM

Ace Your Blurbs and Ad Copy

Speaker: Malorie Cooper (MD Cooper)

2:00 PM - 3:00 PM

Writing The Diaspora: Create Diverse Characters with History and Depth

Speaker: Adriana Herrera

3:15 PM - 4:15 PM

How to Craft Better Stories with Plottr

Speaker: Ryan Zee, Cameron Sutter

3:15 PM - 4:15 PM

Author Branding and Merchandising: Broaden Your Reach

Speaker: Traci Olsen

BEACHSIDE BLOWOUT BUFFET

Sponsored by Kobo and Reedsy

7:00 PM—9:00 PM Breckenridge Deck North

SUNDAY

General Annual Meeting— Members Only

Tarpon/Sawyer/Long Keys

10:00 AM -10:30 AM

Lou Aronica—Unplugged

Tarpon/Sawyer/Long Keys

10:30 AM -11:00 AM

NINC 2021

LEVEL UP



WWW.NINC.COM