

WEDNESDAY

APP SPONSORED BY PLOTTR

CHARGING STATION IN LOBBY/GRAND COLONNADE SPONSORED BY DOWN ISLAND PUBLISHING

START	END	WORKSHOP	LOCATION	SPEAKER
02:00 PM	06:30 PM	Registration	Lobby/ Grand Colonnade	
03:00 PM	04:30 PM	Mix and Mingle Snack Break Sponsored By AURORA PUBLICITY in the Lobby/ Grand Colonnade		
06:00 PM	07:00 PM	Industry Guest Reception (INVITATION ONLY)	Sabal/Sawgrass	
06:30 PM	07:00 PM	Welcome to NINC2022: Work Smarter	Tarpon Key	
07:00 PM	08:15 PM	Welcome Reception! Sponsored by BookBub	Courtyard	
08:15 PM	09:30 PM	Genre Roundtables	Courtyard	

THURSDAY

CHARGING STATION - sponsored by **Podium Audio**

START	END	WORKSHOP	LOCATION	SPEAKER
08:15 AM	08:30 AM	Roundtable Facilitator Meeting (optional)	Bird Key	
08:30 AM	09:30 AM	Registration	Lobby/ Grand Colonnade	
08:30 AM	09:30 AM	NINC Coffee Cart- sponsored by WELL READ TRANSLATIONS	Bird Key	
09:30 AM	10:30 AM	Anatomy of a Bestselling Book Launch	Tarpon Key	Skye Warren
		The Future of Atticus: Formatting Just Got a Whole Lot Better	Sawyer Key	Dave Chesson of Atticus
		The World's Your Market: Using Ko- bo Plus to Reach Global Readers	Long Key	Rachel Wharton; Laura Granger of Kobo
		Industry Suite Hours: AURORA PUBLICITY	Sabal Industry Suite	
10:45 AM	11:45 AM	Advanced Email Marketing	Tarpon Key	Nick Thacker
		When the Where is the Why – Taking Your Scene-Setting to the Next Level	Sawyer Key	Julia Spencer- Fleming
		Creating a Special Edition	Long Key	Brad West of Vellum

THURSDAY (continued)

START	END	WORKSHOP	LOCATION	SPEAKER
10:45 AM	11:45 AM	Publishing & Marketing During Crises & Uncertain Times	Bird Key	Maria Connor
		Industry Suite Hours: KOBO	Sawgrass	
		Industry Suite Hours: ATTICUS	Sabal	
12:00 PM	01:30 PM	Lunch Sponsored by Self Publishing Formula Banyan Breezeway		
01:30 PM	02:30 PM	Author Roadmap	Tarpon Key	Skye Warren
		Brand Land: What is Author Brand and How To Craft Yours	Sawyer Key	Carol Van Den Hende
		Author Business Makeover	Long Key	Joe Solari
		Understanding Your Consumer Data	Bird Key	Deon McAdoo of Ingram
		Industry Suite Hours: VELLUM	Sabal	
		Industry Suite Hours: APPLE BOOKS	Sawgrass	
02:45 PM	03:45 PM	Stop Looking For Unicorns. Start Planning Strategies	Tarpon Key	Elana Johnson
		Direct Sales with Kickstarter and Patreon	Sawyer Key	Monica Leonelle
		How Draft2Digital is Growing for You	Long Key	Kevin Tumlinson of Draft2Digital
		Managing Book Details with the Series Bible	Bird Key	Heather Slade; Frank Buchman
		Industry Suite Hours: INGRAM	Sabal	
04:00 PM	05:00 PM	Expand Your Empire: Conquering New Markets with Translations	Tarpon Key	Nora Phoenix
		Write to Riches	Sawyer Key	Renee Rose
		Stay on Track and Motivated with a Smart Marketing Plan	Long Key	Clayton Noblit; Emma Boyer of Written Word Media
		Industry Suite Hours: DRAFT2DIGITAL	Sabal	

THURSDAY (continued)

START	END	WORKSHOP	LOCATION	SPEAKER
05:00 PM	07:00 PM	Dinner on Your Own		
07:30 PM	10:00 PM	NINC After Dark DESSERTS & CASH BAR in the Courtyard Sponsored by VELLUM		
Roundtable Discussions in the Courtyard				
07:30 PM	08:30 PM	Serializing Your Work for Reader Apps	Release Strategies	Amazon Ad Strategies
		Maximizing Sales on Kobo	Strategies for Selling Direct	Vellum
		Ways to Maximize Your Secondary Rights	Social Media: What's working for authors?	Anthologies and Box Sets
		Strategies for Promoting Traditionally Published books	Co-authoring	Trademarks
08:30 PM	09:30 PM	What Do You Do When You DO Hit It Big?	Author Branding	Universal Fantasies
		Affiliate Marketing for Books	Protecting Your Mental Health	Metadata for Books
		Building a Publishing Team	Productivity Strategies	BookBub
		Hybrid Author Strategies	Facebook Ads	Improving Creativity

FRIDAY

*CHARGING STATION - sponsored by **Written Word Media***

START	END	WORKSHOP	LOCATION	SPEAKER
08:30 AM	09:30 AM	Continental Breakfast in the Banyan Breezeway Sponsored by Market Better-Faster		
09:30 AM	10:30 AM	Building Your Marketing Team	Tarpon Key	Ricardo Fayet of Reedsy
		Healthy Living for the Busy Writer, or How to Avoid Sedentary Spread	Sawyer Key	Jasinda Wilder; Jack Wilder
		Generational Insights: Writing Millennial Characters	Long Key	Carol Van Den Hende
		The Secrets to Success at Barnes & Noble and NOOK with B&N Press	Bird Key	Julie Braunschweiger of B&N Press
		Industry Suite Hours: PUBLISHING PROFITS	Sabal	
		Industry Suite Hours: WRITTEN WORD MEDIA	Sawgrass	

FRIDAY (continued)

START	END	WORKSHOP	LOCATION	SPEAKER
10:45 AM	11:45 AM	Don't Serve Spaghetti When They Ordered Cake	Tarpon Key	Melanie Harlow
		Small but Mighty: Marketing Techniques For Selling Niche Books	Sawyer Key	Nora Phoenix
		How to Promote New Releases with BookBub	Long Key	Carlyn Robertson of BookBub
		Spotify and Findaway Voices are Creating Big Opportunities for Audiobooks	Bird Key	Will Dages of Findaway Voices
		Industry Suite Hours: B&N PRESS	Sabal	
		Industry Suite Hours: REEDSY	Sawgrass	
12:00 PM	01:30 PM	Lunch in the Banyan Breezeway sponsored by Google Play		
01:30 PM	02:30 PM	Igniting Your Story from the First Line, the First Paragraph, and the First Scene	Tarpon Key	Susan May Warren
		KU vs. Wide: Can't it be both?	Sawyer Key	Elana Johnson
		TikTok Your Way to Book Sales!	Long Key	James Blatch of Self Publishing Formula
		Grow with Google Play Books	Bird Key	Sabrina Benun of Google Play Books
		Industry Suite Hours: BOOKBUB	Sabal	
		Industry Suite Hours: FINDAWAY	Sawgrass	
02:45 PM	03:45 PM	Amazon Ads: Targeting Simplified	Tarpon Key	Janet Margot
		Variety Is the Spice of Life—for Authors, too!	Sawyer Key	Jasinda Wilder; Jack Wilder
		Now Hear This! Audiobooks, Narrators, and Getting Your Book into Listeners' Ears.	Long Key	Veronica Giguere
04:00 PM	05:30 PM	Meet our Sponsors Happy Hour in the Banyan Breezeway Sponsored by Down Island Publishing		

FRIDAY (continued)

START	END	WORKSHOP	LOCATION	SPEAKER
05:00 PM	07:00 PM	Dinner on Your Own		
07:30 PM	10:00 PM	NINC After Dark DESSERTS & CASH BAR Sponsored by Reedsy		
Roundtable Discussions in the Courtyard				
07:30 PM	08:30 PM	Finding and Working with Translators	Negotiating Book Contracts	Alternate Reader Subscription Services (Scribd, Kobo Plus, etc.)
		Working with a Small Press	*NINC MEMBERS ONLY* Author-Owned Publishing	Book returns on Amazon
		Newsletter Strategies	Data Tracking for Authors	Working with a PA
		Maximizing Visibility on Google Play	Running a Kickstarter	Tiktok
08:30 PM	09:30 PM	Market Better Faster	Clubhouse to Connect to Your Readers	Multi-Author Projects/Series
		Maximizing Sales on Apple Books	AI for Authors: Audio, Art, & More	Patreon
		Moving from KU to Wide (or visa versa)	Audiobook Production and Marketing	Podcasting
		Tips on Working with a PR Company	Maximizing Sales on B&N	Rebooting Your Career

SATURDAY

CHARGING STATION IN LOBBY/GRAND COLONNADE SPONSORED BY ATTICUS

START	END	WORKSHOP	LOCATION	SPEAKER
08:30 AM	09:30 AM	Continental Breakfast - Sponsored by Kobo- Banyan		
09:30 AM	10:30 AM	Lane? What Lane? Writing in Multiple Genres, and Ignoring the Rules	Tarpon Key	Jasinda Wilder; Jack Wilder
09:30 AM	10:30 AM	What Happens Next? Suspense for All Genres	Sawyer Key	Julia Spencer-Fleming
09:30 AM	10:30 AM	NFTs for Authors in 2022 and Beyond	Long Key	Dave Chesson
09:30 AM	10:30 AM	Industry Suite Hours: GOOGLE PLAY	Sabal	
09:30 AM	10:30 AM	Industry Suite Hours: SELF PUBLISHING FORMULA	Sawgrass	

SATURDAY (continued)

START	END	WORKSHOP	LOCATION	SPEAKER
10:45 AM	11:45 AM	Mindset and Methods: Leveling Up your Amazon Ads	Tarpon Key	Janet Margot
		Go Wider!	Sawyer Key	Vanessa Vale
		Go Direct: Selling eBooks and Audiobooks Direct to Readers with BookFunnel	Long Key	Damon Courtney of BookFunnel
		War and Books: How Book Sales Trends Changed in 2022	Bird Key	Kinga Jentetics of Publish Drive
12:00 PM	02:00 PM	LUNCH ON YOUR OWN		
02:00 PM	03:00 PM	How to Hook and Hold Readers Using Brain Science	Tarpon Key	Melanie Harlow
		Growing Your Readership Through Series, Connected Series, or Universe	Sawyer Key	Susan May Warren
		Plotting for Pantsers: How to Make Outlining Work for You	Long Key	Celeste Barclay; Cameron Sutter of Plottr
		Industry Suite Hours: BOOKFUNNEL	Sabal	
		Industry Suite Hours: PUBLISHDRIVE	Sawgrass	
03:15 PM	04:15 PM	Partnership, Collaboration, and Conflict Resolution	Tarpon Key	Becca Syme of Market Better-Faster
		Fiction Apps and Reaching the Next Generation of Readers	Sawyer Key	Monica Leonelle
		Advanced Book Marketing	Long Key	Nick Thacker
		Writing Beyond Tomorrow by Pontificating Presidents	Bird Key	Five Past NINC Presidents
		Industry Suite Hours: PLOTTR	Sabal	
04:30 PM	05:30 PM	SNACK BREAK! Sponsored by Well Read Translations		
04:30 PM	05:30 PM	Special NINC Self Publishing Formula Show Taping Tarpon and Sawyer Key		
		Industry Suite Hours: MARKET BETTER-FASTER	Sabal	
07:00 PM	09:00 PM	Beachside Blowout Buffet - Sponsored Draft 2 Digital Breckenridge Deck North		
09:00 PM	11:59 PM	The Ultimate Karaoke Party Sponsored by Draft2Digital & BookFunnel in Glades-Sawgrass (in Jacaranda Hall)		
SUNDAY				
10:00 AM	10:30 AM	Annual General Meeting - Members Only — Tarpon/Sawyer/Long		
10:30 AM	11:00 AM	Lou Aronica - Unplugged — Tarpon/Sawyer/Long		