

# Community Conference 2022 Schedule

You are welcome to attend sessions in any track. We've scheduled sessions with our audience in mind. For instance, if you are an audiobook publisher or if you'd like to focus on backlist strategies, you'll find sessions related to these topics across all tracks. Follow your interests and move between tracks at will!

**Connecting Publishing Workflows** | Sessions for production, editorial, and business ops teams, including Title Management users and administrators.

**Connect with your Audience** | Sessions for book marketers and publicists, including NetGalley and Supadu users.

**D2C: Connecting Books with Readers** | Sessions for sales, marketing, and business ops teams, including Title Management, Eloquence on Demand, and Supadu users.

**Connect the Dots with Data** | Sessions for data analysts, business ops, and marketing teams, including Eloquence on Alert and NetGalley users.

Sunday, Sept. 25	
1:00 PM-4:00 PM	BASEBALL GAME

Monday, Sept. 26				
11:00 AM-12:30 PM	Master Class: Title Management Enterprise	Master Class: NetGalley 101	Master Class: Eloquence on Demand	
12:30 PM-2:00 PM	LUNCH ON YOUR OWN			
2:00 PM-3:15 PM	Master Class: Title Management Enterprise	Master Class: NetGalley Promotions Overview	Master Class: Eloquence on Demand	Master Class: Supadu
3:15 PM-3:45 PM	BREAK			
3:45 PM-5:00 PM	Master Class: Title Management Enterprise	Master Class: NetGalley Beyond the Book Review	Master Class: Eloquence on Demand	Master Class: Supadu

Tuesday, Sept. 27				
8:00 AM-9:00 AM	REGISTRATION AND BREAKFAST			
9:00 AM-9:15AM	Welcome			
9:15 AM-9:45 AM	Opening Remarks from Fran Toolan and Angela Bole			
9:45 AM-10:45 AM	Keynote: Kirsty Melville, President and Publisher of Andrews McMeel Publishing			
10:45 AM-11:00 AM	BREAK			
TRACKS	Connecting Publishing Workflows	Connect with Your Audience	From Connection to Conversion	Connect the Dots with Data
11:00 AM-11:50 AM	Title Management Tips, Tricks, and Upcoming Releases	Finding Your Audience/Growing Your Community	Partnerships Matter	BEO & CRO: The 2 most important acronyms for book marketers since ASAP and WTF
12:00 PM-1:30 PM	LUNCH ON YOUR OWN			
1:30 PM-2:20 PM	Best Practices in Workflow Improvement	Backlist Revival	Easy eCommerce: Maximizing D2C Sales	Exploring the Key Elements of a Data Science Project
2:30 PM-3:20 PM	Choosing a DAM System: Features and Integrations to Consider	Insights Into Action: The Making of a Bestseller	Think like a Bookshop! How to engage with readers & authors to drive title awareness	Amazon for Mere Mortals: Answers and Discussions
3:30 PM-4:00 PM	BREAK			
4:00 PM-4:45 PM	Discussion: Supply Chain Issues	Discussion: Maintaining Momentum Beyond the Pub Date	Discussion: Open Access & Accessibility	Discussion: Security Concerns for Publishers
<p><i>Day 2 end-of-day discussions will be focused on some of the significant challenges the publishing industry is facing. We hope attendees will come ready to share their concerns, ideas, and successes!</i></p>				
5:00 PM-6:00 PM	Keynote: Alistair Croll, Bestselling Author of <i>Lean Analytics</i>			
6:00PM-7:00 PM	Community Party			

Wednesday, Sept. 28				
6:15 AM-7:00 AM	DOWN PATROL (RUN/WALK)			
8:30 AM-9:00 AM	BREAKFAST			
TRACKS	Connecting Publishing Workflows	Connect with Your Audience	From Connection to Conversion	Connect the Dots with Data
9:00 AM-9:50 AM	Audiobook Production	Building & Scaling Influencer Programs Effectively: TikTok, Instagram, & More	Activating the Opportunity In Your Backlist	Analytics, Data, and Critical Thinking
10:00 AM-10:50 AM	Integrating Title Management with Other Systems	Audiobook Marketing on NetGalley	Why is hybrid publishing getting so much traction?	EoA Demo, Tips, & Tricks
11:00 AM-11:30 AM	BREAK			
11:30 AM-12:15 PM	The Firebrand Group Theory of Everything			
12:15 PM-1:30PM	LUNCH ON YOUR OWN			
1:30PM-2:15PM	What Have We Learned?			
2:30pm-3:15pm	Closing Remarks			

