

2024 Conference Schedule Overview
My Story—God’s Glory!

Thursday, July 11

- 10:00-1:00 **Pre-Conference Sessions:**
 Speakers’ Pre-Conference Options:
 Create Your Speaker Sizzle Reel—Mary Snyder (1-hour segments)
 Up Your Speaking—Karen Porter (3-hours)
 Writers’ Pre-Conference Options: (3-hours)
 Book Proposal Intensive Clinic—Dave & Cindy Lambert
 Structuring Your Nonfiction Book—Janet McHenry
 Ministry Development Option: (3-hours)
 Create Your Podcast Today—Stephanie Rousselle
 Using AI Tools to Enhance and Expand Your Business/Ministry—Rachel Wojo
 Create a Stellar Companion Product—Carol Tetzlaff
 Create with Canva: 10 Ideas—Shannon Popkin
- 1:00-1:55 Optional Lunch
 VIP Lunch
- 1:55–2:00 Moving Moments with Vicki Heath
- 2:00-2:10 Opening Welcome—Bonnie Emmorey & Carol Kent
- 2:10-3:00 Praise & Worship
 Opening Keynote—Kia Stephens—Overcoming Father Wounds
- 3:00-3:45 Panel Discussion:
 The Business and the Ministry of Speaking & Writing
- 3:45-4:00 Break
- 4:00-5:00 **Breakout Session #1**
 (S) Speak Like a Pro (Carol Kent)
 (S) Get Booked and Get Paid (Robyn Dykstra)
 (W) How to Craft a Winning Non-Fiction Book Proposal (Cindy Lambert)
 (W) Get Prepared for Your 15-Minute Appointments (Bethany Jett)
 (M) Overcoming the Imposter Syndrome (Christina Custudio)
 (M) Ministering Well when Depression Looms (Bruce Martin)
 (M) 10 Mistakes to Avoid on Your Website (Katy Boykin)
- 5:00-5:15 Break
- 5:15-6:10 Buffet Dinner
- 6:00-6:10 Praise & Worship
- 6:10–7:00 **Evening Keynote**—Tammy Whitehurst—Changes, Choices, & Challenges
- 7:00–7:15 Break & Sweet Treat (Pick it up and move to your breakout session.)
- 7:15-8:15 **Breakout Session #2**
 (S) Story it Up! (Karen Porter)
 (S) The Art of the Recovery (Cherie Nettles)
 (W) Opportunities in the Children’s Market (Crystal Bowman)
 (W) How to Launch Your Book without Burnout (Katie M. Reid)
 (M) Embrace Your Season (Kathe Wunnenberg)
 (M) Pinterest Power (Ginny Davidson)
 (M) Ministry Shift (Bruce Martin)

8:15-8:30 Break
8:30-10:00 Speakers' Track—Small Group Critiquing Session
Writers' Track—Introduction of authors with a new book in the last year &
1st Page Peer Critiquing

Friday, July 12

8:00-8:45 Writing Breakfast Meeting—Self-Publishing School (Matt Emmorey)
Speaking Breakfast Meeting—Podcasting (Rachel Wojo & Amber Cullum)
Ministry Development Breakfast Meeting—Ministry Friendships—Networking (Lee Nienhuis)

8:55 Moving Moments—Vicki Heath

9:00-9:05 Welcome, Announcements, & Giveaways—Bonnie Emmorey & Rachel Wojo

9:05-9:15 Praise & Worship

9:15-10:00 **Morning Keynote**—Robyn Dykstra—Twice Widowed, Always Blessed

10:00-10:45 Panel Discussion:
Platform Building: Interviews, Podcasts, & Social Media

10:45-11:00 Break

11:00-12:00 **Breakout Session #3**

(S) Making the Bible Come Alive (Carol Kent)

(S) Retreat Speaking that Rocks! (Cindy Bultema)

(W) Act Like a Writer, Think Like a Business (Kia Stephens)

(W) Building Your Author Platform from the Ground Up (Dan Balow)

(M) Maximizing Your Ministry Budget on a Dime (Rachel Wojo)

(M) Creative Tools & Tricks to Manage Your Time (Susan Call)

(M) Build Your Brand (Suzanne Kuhn)

12:00 Lunch

12:35-12:45 Comic Sketch—Tracy DeGraaf

12:45-1:00 Scott Lindsay—Research Made Simple

1:00-1:45 Panel Discussion:
Platinum Sponsors

1:45-2:00 Break

2:00-3:00 **Breakout Session #4**

(S) Outlining with Pizzazz (Bonnie Emmorey)

(S) Props to You (Lisa Saruga)

(W) Writing with Power & Grace (Ann Swindell)

(W) Outsmart AI: Write from the HEART (Darlene Larson)

(W) Using the Pyramid Method to Write Winning Articles (Cheri Cowell)

(M) This is How I Fight My Battles (Jenn Hand)

(M) Logos Bible Software Training (Scott Lindsey)

3:00-3:15 Break

3:15-4:30 Speakers' Track—2nd Small Group Critiquing Session
Writers' Track—As the Book Bounces with Dave & Cindy Lambert . . . Great Hall
followed by Q & A with publishers, editors & agents

4:30-5:30 Break

5:30-6:30 Friday Night Banquet

6:15-6:25 Praise & Worship

6:25-7:15 **Evening Keynote**—Cindy Bultema—Your Most Important Message

- 7:15–7:30 Break
- 7:30–8:30 Publishing Awards followed by Book Signings
- 8:30–9:30 Optional Session—Round Table Discussions

Saturday, July 13

- 8:00-8:45 Breakfast Meeting—Goal Planning (Jennie Dimkoff)
Breakfast Meeting—Collaboration Multiplies Ministry (Rachael Adams)
Breakfast Meeting—Developing Your Tribe & Serving them Well (Pat Layton)
- 8:55 Moving Minutes—Vicki Heath
- 9:00–9:05 Welcome & Announcements—Bonnie Emmorey & Rachel Wojo
- 9:05–9:15 Praise & Worship
- 9:15–10:00 **Morning Keynote**—Judy Dunagan—Take Heart: How to Live in Unshakeable Victory
- 10:00–10:45 Panel Discussion
Current Challenges & Opportunities in a Changing World
- 10:45–11:00 Break
- 11:00–12:00 **Breakout Session #5**
(S) I Have a Story to Tell (Carol Kent)
(S) Turn Your Talk Into a Podcast (Linda Goldfarb)
(W) The Joy of Writing and Publishing Devotions (Sandi Banks)
(W) More than Just Writing Your Memoir (Susan Call & Lisa Saruga)
(M) Facing Criticism with Confidence (Jeri Howe)
(M) The Importance of Story in Speaking & Writing (Debbie Alsdorf)
(M) Racial Reconciliation in Black & White (Sheila Qualls)
- 12:00–12:15 Break
- 12:15–1:00 Lunch
- 12:55–1:00 Moving Moments—Vicki Heath
- 1:00–1:05 Introduce Full Speak Up Team
- 1:05–1:15 Speak Up Masterpiece Theater—Bonnie Emmorey & Gene Kent
- 1:15–2:00 Panel Discussion:
Where Do We Go From Here?
- 2:00–2:15 Break
- 2:15-3:15 **Breakout Session #6**
(S) Aim for Results (Bonnie Emmorey)
(S) Creating a Message that Sparkles (Mary R. Snyder)
(W) Relaunch Your Book to Gain New Traction (Athena Dean Holtz)
(W) Managing Your Day Job & Writing Professionally (Brenda Yoder)
(M) Mastering the Podcast Interview (Amber Cullum)
(M) Overcoming the Lies Hindering Your Ministry (Shellie Arnold)
(M) Cracking the Communication Code (Jerry Howard)
(M) Guided Outdoor Reflections (Jeri Howe, Weather Permitting)
- 3:15–3:30 Break
- 3:30-4:30 **Closing Session:** Praise & Worship
Keynote—Carol Kent