

**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—Embracing the D.A.S.H. In Your Story
- 3:00-3:45     Panel Discussion:  
                   Platform Building: Interviews, Podcasts, Social Media & Websites
- 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) Investing in Futures: Making a Difference in the Next Generation (Bruce Martin)  
                   (M) 10 Mistakes to Avoid on Your Website (Aaron Conrad)
- 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) Healthy Boundaries for the Writer and Speaker (Brenda Yoder)  
                   (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 &  
1<sup>st</sup> 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)

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:  
Current Challenges & Opportunities in a Changing World

10:45-11:00 Break  
11:00-12:00 **Breakout Session #3**  
(S) Teaching Scripture with Confidence (Lee Nienhuis)  
(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) Collaboration Multiplies Ministry (Rachael Adams)  
(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) Using the Pyramid Method to Write Winning Articles (Cheri Cowell)  
(W) Outsmart AI: Write from the HEART (Darlene Larson)  
(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—2<sup>nd</sup> 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—Ministry Friendships—Networking (Lee Nienhuis)

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 Unshakable Victory

10:00–10:45 Panel Discussion  
The Business and the Ministry of Speaking & Writing

10:45–11:00 Break

11:00–12:00 **Breakout Session #5**  
(S) Preparing Your Personal Testimony Carol Kent  
(S) Turn Your Talk Into a Podcast Interview (Linda Goldfarb)  
(W) The Joy of Writing and Publishing Devotions (Sandi Banks)  
(W) More than Just Writing Your Memoir (Lisa Saruga)  
(M) Facing Criticism with Confidence (Jeri Howe)  
(M) The Importance of Story in Speaking & Writing (Debbie Alsdorf)  
(M) Instagramming Your Message, Shining Your Light (Shannon Popkin)

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