

# **Authors Marketing Group Fall Conference**

Saturday November 14, 2009, 2-7 (pm)

The Quality Inn and Conference Hotel

300 South Frontage Road, Burr Ridge, Illinois

## **Schedule of Events**

Authors and times of events are subject to change

2:15-3:20 (pm) Keynote Speaker: Johnny Campbell

3:20 (pm) - 3:30 (pm) Break

3:30 (pm) – 4:20 (pm) Panel #1: Creating Publicity / Rules of the Road  
Learn how obtain public speaking opportunities; schedule book signings; learn the business

**Panelists: Jini Clare; Paul Lloyd; Jennie Spallone; Andrea Jones; Earl Merkel**

4:20 (pm) – 4:30 (pm) Break

4:30 (pm) – 5:10 (pm) Panel #2: Unusual Promotional / Marketing Ideas  
Create a workshop; host an event; provide public awareness; participate in silent auctions

**Panelists: Connie Simons; Anne Zuk-Lloyd; Andrea Jones; Marguerite O'Connor; Rachel Madorsky**

5:10 (pm) - 5:20 (pm) Break

5:20 (pm) – 6:00 (pm) Panel #3 Social Networking Websites  
Hear success stories of higher book sales from using the Internet and a video camera

**Panelists: Johnny Campbell; Josslyn Christmas; James T. Durkin**

6:00 (pm) – 6:10 (pm) Break

6:10 (pm) - 6:40 (pm) Panel #4 Partnerships / Working Together / State of the Publishing Business

Discuss new trends; schedule events working with other authors

**Panelists: Paul Lloyd; Johnny Campbell; Marguerite O'Connor; Jennie Spallone**

6:45 (pm) Dinner

**Menu: Little Italy,** Creamy romaine Caesar, lasagna, Italian sausage with peppers and onions, fettuccini alfredo, mostaccioli, meat sauce and marinara sauce, garlic bread, and tiramisu