

2018 ACP CONVENTION SCHEDULE

WED. APRIL 18

12:00 noon	REGISTRATION OPENS
4:00 pm-5:00 pm	Welcome for first time attendees
5:00 pm-6:00 pm	Worship in Buchanan Chapel
6:00 pm-7:30 pm	Opening Reception

THURS. APRIL 19

8:30-9:00 am	Morning Prayer
9:15-10:30 am	Workshops

Editorial	Acquiring and editing submissions from non-journalists	Jim Rice
Social Media	Measuring your social media success	Mari Graham
Marketing	How to acquire new readers on Facebook	Heidi Thompson

10:30-10:45 am Break

10:45 am-12 noon Workshops

Editorial	Building bridges between editorial/policy divides	Dan Gangler
Marketing	Using Email to Engage Your Readers	Cynthia Martens
Design/Multimedia	Podcasting: From Basics to Global Reach	Christian Piatt

12 noon- 1:30 pm Luncheon with Keynote

1:30-1:45 pm Break

1:45-2:45 pm Round Table Discussion
 Jocelyn Bell, David Heim – Sustainability

What is your business model for future sustainability? How are small shops weathering the tumult - who is doing well? How to navigate the magazine business model

2:45-3:00 pm Break

3:00-4:00 pm ACP Business Meeting

5:00-7:00 pm Cambey & West Dinner

8:00-10:00 pm Second City

FRI. APRIL 20

8:30-9:00 am Morning Prayer

9:15:10:30 am Workshops

Editorial

The Art of Feature Writing and Editing

Charles Whittaker

Design/Multimedia

Pocket production

Matt Paoelli

Marketing

25 new revenue ideas for faith-based publishers

Kevin Shanley and Heidi Thompson

10:30-10:45 am Break

10:45 am -12 noon Workshops

Editorial/Design

Visual Journalism

Elio Leturia

Design/Multimedia

Redesigning your magazine website

Vicente Guna

Marketing

World of ad sales in a digital era

Steve Schwanz, Fox Associates

12 noon- 1:30 pm Luncheon with Keynote

1:30-5:30 pm FREE TIME

5:30-6:30 pm Pre-dinner Reception

6:30-9:30 pm Awards Dinner