PCPA acp
Association of Catholic Publishers

2027 Joint Conference

April 6–9, 2027 | Hyatt Regency Deerfield, Deerfield, Illinois

Agenda at a Glance

Tuesday, April 6 *Catholic Writers Guild (CWG) pre-conference day*	
8 a.m.–6 p.m.	Catholic Writers Guild registration
9 a.m.–6 p.m.	Catholic Writers Guild meeting and breakouts

Wednesday, April 7 *Board meetings and exhibitor set-up*	
9 a.m.–6 p.m.	Catholic Writers Guild meeting and breakouts
9 a.m.–6 p.m.	PCPA Board/Heads of Houses meeting · *By invitation*
1–6 p.m.	ACP Board meeting · *By invitation*
3–5 p.m.	Exhibitor set-up
6–8 p.m.	ACP Board dinner · *By invitation*
6:30–8:30 p.m.	PCPA Board/Heads of Houses dinner · *By invitation*

Thursday, April 8 *Opening day of the Joint Conference*	
7–8:45 a.m.	Breakfast
8 a.m.–6 p.m.	Registration
8 a.m.–noon	Catholic Writers Guild meeting
9 a.m.–noon	**Opening Plenary** **Keynote #1:** *"Publishing Trends Today and What to Watch" with Jane Friedman*
Noon–1 p.m.	Lunch with exhibitors
1–2:30 p.m.	Peer groups *(choose one of five)*
2:30–3 p.m.	Break with exhibitors
3–4 p.m.	Workshops *(choose one of six)*
4–4:15 p.m.	Change rooms
4:15–5:45 p.m.	Peer groups *(choose one of five)*
5:45–7:15 p.m.	MissionMatch · *By invitation*

Friday, April 9 *Workshops and closing plenary*	
7–8:45 a.m.	Breakfast
9–10 a.m.	Workshops *(choose one of six)*
10–10:30 a.m.	Break with exhibitors
10:30–11:30 a.m.	Workshops *(choose one of six)*
11:30 a.m.–12:30 p.m.	Lunch with exhibitors
12:30–3 p.m.	**Closing Plenary** **Keynote #2:** *"AI Choices, Opportunities & Risks for Publishers" with George Walkley*
3–4 p.m.	Exhibitors tear down

For more information: www.pcpaonline.org/joint-conference-2027

See page 2 for workshops and peer groups. Rooms to be added; agenda subject to change.

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Workshops & Peer Groups | April 8–9, 2027

Workshops *Choose one workshop in each time slot*

Track	Thursday, 3–4 p.m.	Friday, 9–10 a.m.	Friday, 10:30–11:30 a.m.
Marketing, Sales & Service	**From Strategy to Execution: Building an Effective Marketing Mix** Marianne Howard	**Pulling the Right Marketing Levers** Lindsay Gustafson	**5 Strategies to Leverage Your Backlist** Kathy Krenzien *Also: Editorial, Rights & Metadata*
AI	**What AI Actually Does for a Publishing House** Jason Malec	**The Intelligence Multiplier** George Walkley *Also: Business Acumen*	**AI Budgets Under Pressure** Rod Elder *Also: Business Acumen*
Christian Markets	**40 Years of Better Bibles** Sune Andersen *Also: Design, Production & Accessibility*	**Faithful to Our Mission: AI in Christian Publishing** Fr. Ricky Manalo *Also: AI*	**Opportunities in Christian Publishing in Africa** Gathuku Kibunga *Also: Marketing, Sales & Service; Editorial, Rights & Metadata*
Business Acumen	**State of Supply Chain** Jack Stevens *Also: Design, Production & Accessibility*	**Survival Requires More Than Black Ink** David Hetherington	**The Best Donor Is a Repeat Donor** Markku Kostamo & Nadia VanderKuip
Design, Production & Accessibility	**Empower Creativity with Automation** Emma Elzinga *Also: AI*	**Accessibility & Sustainability** Alli DeMan	**Publishing for People Who Need Braille or Audio Resources** Malachy Fallon *Also: Christian Markets*
Editorial, Rights & Metadata	**Speaking the Same Language: New Standards for Royalty Statements & Rights Metadata** Alex Murphy & Kris Kliemann *Also: Business Acumen*	**What Publishers Can Learn from Innovative Authors** Jane Friedman *Also: Marketing, Sales & Service*	**Beyond the Basics: Modern Metadata Best Practices for Maximum Discoverability** Sidney Thompson *Also: Marketing, Sales & Service*

"Also" names a second track whose attendees may find the session useful.

Peer Groups *Thursday, April 8 · Choose one group in each round*

1–2:30 p.m.	Curriculum	Design	Finance, Administration & IT	Fundraising	Sales & Service
4:15–5:45 p.m.	Editorial	Production, Purchasing & Fulfillment	Rights	Marketing	Joint Heads of Houses

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Rooms will be added as the conference approaches. Schedule subject to change.