



| Wednesday,<br>April 22, 2026 | Event                                                                                 | Locations     |
|------------------------------|---------------------------------------------------------------------------------------|---------------|
| 10 a.m.-5:30 p.m.            | PCPA Board of Directors/Heads of Houses (by invitation only)                          |               |
| 2-4:30 p.m.                  | Exhibitors set up displays                                                            |               |
| Midday (TBD)                 | <a href="#">PCPA HoH lunch sponsored by Color House Graphics</a> (by invitation only) |               |
| 6:30-8:30 p.m.               | <a href="#">PCPA dinner sponsored by Nord Compo</a> (by invitation only)              | Outside Venue |

| Thursday,<br>April 23, 2026 | Event                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Locations     |
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| 8 a.m.-5 p.m.               | Registration<br><a href="#">lanyards sponsored by Kingery Printing</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Lobby         |
| 9 a.m.-noon                 | <p>Plenary 1:<br/>Welcome<br/>Opening Prayer<br/><a href="#">Greeting from Platinum Sponsor David Hetherington from Books International</a></p> <p><b>Keynote #1: Practical AI for Publishers</b><br/>Panelists:</p> <ul style="list-style-type: none"><li>• Keith Reigert, Stable Book Group, <b><i>"Getting Started with AI Tools for Publishing Operations"</i></b></li><li>• Fauzia Burke, Fauzia Burke Online Marketing, <b><i>Publishers best practices: Ai and marketing (exact title to come)</i></b></li><li>• Chris Lim, spf.io, <b><i>"Why Translation? The Telos of AI, Christian publishing &amp; a Second Reformation"</i></b></li></ul> <p>Moderator: Thad Mcilroy, The Future of Publishing<br/><b>Gold Keynote Sponsor TBD</b></p> <p>Stretch break.</p> <p><b>Keynote #2: Accessible Publishing to Serve More People</b></p> <ul style="list-style-type: none"><li>• Klaus Krogh, 2K/Denmark, <b><i>"Sustainable Typesetting®"</i></b></li><li>• Valarie Guagnini, Cambridge University Press, <b><i>"In Publishing, What Do We Mean by Accessibility?"</i></b></li><li>• Jeff Singleton, Convergence Accessibility, <b><i>"Designing for Everyone: My Journey into Accessible Technology"</i></b></li></ul> <p>Moderator: Michael Johnson, Benetech<br/><b>Gold Keynote Sponsor TBD</b></p> | Worship Space |
| Noon-1 p.m.                 | Lunch<br>Networking with Exhibitors<br><a href="#">Lunch sponsor TBD</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |               |

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| 1-2:30 p.m.    | Peer groups (select one) <ul style="list-style-type: none"> <li>• Marketing with guest speaker Karen Pavlicin on promoting special sales</li> <li>• Production, Purchasing &amp; Fulfillment</li> <li>• Curriculum</li> <li>• Rights</li> </ul>                                                                                                                                                                                                                            |  |
| 2:30-3 p.m.    | Networking break with exhibitors<br><i>Break sponsored by Friesens</i>                                                                                                                                                                                                                                                                                                                                                                                                     |  |
| 3-4 p.m.       | Workshops (select one) <ul style="list-style-type: none"> <li>1 A- Accessible &amp; sustainable content through fonts and layout-Klaus Krogh</li> <li>1 B- Open AI in Publishing- Keith Riegert</li> <li>1 C- Beyond Amazon: Building Online Sales with Independent Bookstores for Mission-Driven Publishers- Andy Hunter</li> <li>1 D- Curriculum workshop-TBD</li> <li>1 E- Supply Chain Resilience in Publishing: Mitigating Disruption - David Hetherington</li> </ul> |  |
| 4-4:15 p.m.    | Break and change rooms                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
| 4:15-5:45 p.m. | Peer groups (select one) <ul style="list-style-type: none"> <li>• Editorial</li> <li>• Sales &amp; Service with guest speaker Karen Pavlicin on special sales opportunities for Christian content</li> <li>• Finance, Administration &amp; IT</li> <li>• Design</li> <li>• Fundraising Development</li> </ul>                                                                                                                                                              |  |
| 5:45-6:45      | Reception with exhibitors<br><i>Reception sponsor TBD</i>                                                                                                                                                                                                                                                                                                                                                                                                                  |  |
|                | Dinner on your own                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |

| Friday,<br>April 24, 2026 | Event                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Locations |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 8-9:15 a.m.               | <i>MissionMatch: Reimagine Connections. Reach New Possibilities. Respond to Real Needs. (by special advance registration only)</i> <ul style="list-style-type: none"> <li>• 5 minutes: concept overview</li> <li>• 5 roundtable sessions of 10 minutes each</li> <li>• 5 minutes: wrap-up</li> </ul>                                                                                                                                                                                                             |           |
| 9:15-9:30                 | Break and change rooms                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           |
| 9:30-10:30 a.m.           | Workshops (select one) <ul style="list-style-type: none"> <li>• 2 A Hands-On with AI Translation: Making Your Ministry of Publishing Multilingual-Chris Lim</li> <li>• 2 B Fast &amp; Free Accessibility Checks you can do yourself-Jeff Singleton</li> <li>• 2 C- Amazon 101: Optimizing book listings in an age of AI -Ian Lamont</li> <li>• 2 D Metadata Panel- Alex Murphy &amp; Sarah Arbuthnot</li> <li>• 2 E Best Practices for Author-Narrated Audio Books-Larry Bennett &amp; Kathy Krenzien</li> </ul> |           |
| 10:30-11:15 a.m.          | Networking break with exhibitors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |

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|                  | <a href="#">Break sponsor Bradford &amp; Bigelow</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
| 11:15-12:15 p.m. | Workshops (select one) <ul style="list-style-type: none"> <li>• 3 A (tentative title) Up your marketing &amp; PR game with Al-Fauzia Burke</li> <li>• 3 B Life Cycle of Accessibility in Publications from Conception to Sale -Valarie Guagnini</li> <li>• 3 C Rights &amp; Royalties Playbook-James Whittaker</li> <li>• 3 D #Blessed Books: Unlocking BookTok for Christian Publishers-Brandie Herrell</li> <li>• 3 E Is your website ready for GEO? Sarah Arbuthnot</li> </ul> <i>Sponsored by Firebrand Technologies</i>                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |
| 12:15-1:15       | Lunch and Networking with exhibitors<br><a href="#">Lunch Sponsor IPG</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |
| 1:15-3 p.m.      | Closing plenary<br>Door prizes<br><br><b>Keynote #3: Your Readers Are Everywhere: Strategies for Meeting Them There</b><br>Three publishing sales & marketing experts share proven strategies for reaching Christian readers through independent bookstores, Amazon optimization, and special sales channels. Learn how to diversify your distribution, maximize visibility across platforms, and connect your content with readers wherever they prefer to shop. <ul style="list-style-type: none"> <li>• Andy Hunter, Bookshop.org, <i>"The Indie Advantage: Building Bookstore Partnerships That Work"</i></li> <li>• Ian Lamont, Amazon consultant, <i>"4 things publishers need to know about Amazon's strategic shift to AI"</i></li> <li>• Karen Pavlicin, Military Family Books, on <b>Special sales opportunities (exact title to come)</b></li> </ul> Moderator: TBD<br><a href="#">Gold Keynote Sponsor AdvantageCS</a><br><br>Announcements & closing prayer |  |
| 3-4 p.m.         | Exhibitors pack up displays                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |

**Location:**

The Sanctuary

965 Anglum Rd

Hazelwood, MO 63042 (about 15 minutes from the St. Louis, MO airport)

Registration website link to come: Sweet deal early bird special expires February 14, 2026

**Hotel:**

[Drury Plaza Hotel St. Louis/St. Charles](#)

380 Mulholland Dr

St Charles, MO 63303

Our discounted rate is \$155+ tax per night and includes complimentary WiFi in guest rooms, complimentary hot breakfast buffet daily, and complimentary self-parking.

[Registration link](#) Discounted hotel registration expires March 17, 2026

## Questions?

Beth Lewis, Executive Director, PCPA

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# Thank you!

**The PCPA conference would not be possible  
without the generous support of our sponsors!**

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