

# Heartland Fall Forum 2016

## Wednesday, October 5

5:30-7:30 pm Cash bar	<b>Welcome to the Mini-Apple</b> We're highlighting the wide range of Twin Cities publishing by featuring authors whose publishers are located in Minneapolis or St. Paul.
7:30-9:30 pm Ticketed event Cash bar	<b>Book Awards Dinner</b> Come together with booksellers and publishers to celebrate our regionally award-winning authors in an elegant and inspiring dinner setting.
9:30 pm	<b>Sponsored Afterparty</b> Enjoy a drink with colleagues and friends in the Stone Arch Bar.

## Thursday, October 6

8:00-9:00 am Free breakfast	<b>Membership meetings</b> Join booksellers from your region for complimentary breakfast and industry conversation with your regional bookselling associations.			
9:00-10:00 am	<b>Plenary Session</b> Ideas That Work			
10:15-11:15 am	Romancing Your Sales	Independent Bookstores & Indie Authors: Creating a Match Made in Heaven	ABA Presents: Understanding and Acting on your ABACUS-15 Report	Rep Picks
11:30-12:30 pm	How to Write a Blurb	Graphic Novels	Introduction to Edelweiss+	Rep Picks
12:45-12:30 pm Ticketed event Cash bar	<b>The Big Buzz</b> Frontline booksellers discuss the hottest titles in the forthcoming season. Get psyched for the trade show floor with lunch, a cash bar, and some good, old-fashioned bookselling enthusiasm.			
2:30-6:30 pm	<b>Trade show floor is open</b>		2:30-6:00 pm Rep Picks	
6:30-7:30 pm	<b>Cocktail hour</b> in Stone Arch Bar			
7:30-9:30 pm Ticketed event Cash bar	<b>Adult Author Dinner</b> Enjoy a three-course dinner with fellow booksellers while hearing from four of the season's hottest authors. All ticket holders received complimentary books and time for book personalization.			
9:45 pm	<b>Quiz Bowl</b> Mount a vertiable summit of formidable literary trivia at our annual competition. Form teams of 6 to join in on the fun.			

## Friday, October 7

8:00-9:30 am Ticketed event	<b>Children's Author Breakfast</b> Enjoy plated breakfast with fellow booksellers while hearing from three of the season's hottest authors. All ticket holders received complimentary books and time for book personalization.			
9:00 am-12:30 pm	<b>Trade show floor is open</b>		9:15 am-12:15 pm <b>Regional Author Pavilion</b>	
12:45-2:15 pm	<b>Moveable Feast</b> Enjoy our ongoing tradition of feasting with a host of authors. This event includes a three-course lunch while a series of authors visits your table.			
2:45-3:45 pm	Continuing to Maximize Independent Bookstore Day	Marketing Workshop with Beth Golay of Books & Whatnot	TWO HOUR SESSION Connecting to Your Inner Leadership Self - offered by the Shannon Leadership Institute	Author education: Booksellers present do's and don'ts for authors taking part in the indie renaissance.
4:00-5:00 pm	Online Tools to Improve Bookstore Performance	The Changing Landscape of Purchasing		
5:00 pm	<b>Closing reception</b> Join 25 authors for a book signing and literary raffle giving away many wonderful prizes to our bookseller attendees.			

## Saturday, October 8

9:00 am-2:00 pm	<b>Bookstore Saturday - Tour and Education!</b> Register on our website to enjoy a bus tour of 5 Minneapolis bookstores. The tour includes an option for buyers, owners, and managers to stay at Magers & Quinn for an educational session on how to buy and sell used and remainder books. Frontline booksellers can hop back on the bus for a tour of additional stores. The bus will bring everyone back to The Depot by 2:00 pm.
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HUNDREDS of BOOKSELLERS

THOUSANDS of BOOKS

ONE Great COMMUNITY