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JANUARY 17-19, 2017

**FOR IMMEDIATE RELEASE**

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**Speakers at DBW's Indie Author Conference to Present  
Strategies, Lessons and Insights for the 'New Professional Author'**

***One-Day Indie Author Conference Takes Place on Jan. 19, 2017 in New York City –  
Part of the Overall Digital Book World Conference Program, Which Runs Jan. 17 – 18, 2017***

**NEW YORK (Nov. 18, 2016)** — At [DBW Indie Author: The First Conference for the New Professional Author](#) (#DBWIndie), some of publishing's leading experts and thought-leaders will guide independent and hybrid authors through the indie publishing market. These speakers will offer a high-level view of the current indie author landscape – its challenges and opportunities – as well as practical nuts-and-bolts information on how authors can be better, more professional publishers of their own work. The conference takes place on Jan. 19, 2017 during the 8<sup>th</sup> Annual [Digital Book World](#) (DBW 2017), which will feature educational programs from Jan. 17 to Jan. 18, 2017 in N.Y.C. Registration and program details can be found at [digitalbookworldconference.com](http://digitalbookworldconference.com) (@DigiBookWorld - #DBW17).

"[DBW Indie Author](#) – part of the larger DBW 2017 event – will present valuable lessons, strategies and insights for today's 'new professional author,'" says Porter Anderson, co-founder of [The Hot Sheet](#), editor-in-chief of [Publishing Perspectives](#), principal of [Porter Anderson Media](#) and a [DBW 2017](#) program captain and presenter. "These authors are entrepreneurs who drive their own careers, build their own branding, coordinate production, execute marketing strategies, and act as agents of their own success. The DBW Indie Author event speaks directly to those entrepreneurial authors, and it will help them plan their future, access the marketplace with know-how and networking, and spot new trends and opportunities."

Some of the DBW Indie Author actionable sessions include: The Sophisticated Ways of Today's Indies; What Independent Can Mean in Today's Industry; The State of The Sector; The Rise of the Platforms; Face-to-Face Conversations with the Enablers of Your Career; The Indie Universe Quantified + The Author's Career; Success Stories; and The New Professional Author Is in Control.

[DBW Indie Author](#) also features workshops for intermediate and advanced authors, including: The Indispensable Elements of an Author's Marketing; Readership Development and They Can't Read You If They Can't Find You; Branding Your Future; and Reaching out to Readers Through SEO.

Highlights of the DBW Indie Author conference speakers include:

- **Jane Friedman**, editor and publisher of [The Hot Sheet](#), columnist with [Publishers Weekly](#), a professor with [The Great Courses](#), an award-winning blogger at [JaneFriedman.com](http://JaneFriedman.com) and a [DBW 2017](#) program captain
- **Judith Curr**, president and executive vice president, [Atria Books Division of Simon & Schuster](#)
- **Mary Rasenberger**, executive director, [The Authors Guild](#)
- **Orna Ross**, author and the founding director of [Alliance of Independent Authors](#)



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- **Jon Fine**, [publishing consultant and strategist](#) for digital and traditional media organizations, content creators and the creative community, and former [Amazon](#) director of author and publisher relations
- **Margaret Harrison**, director, product metadata, [Ingram Content Group](#)
- **Porter Anderson**, co-founder of [The Hot Sheet](#), editor-in-chief of [Publishing Perspectives](#), principal of [Porter Anderson Media](#) and a [DBW 2017](#) program captain
- **Richard Nash**, [digital media consultant](#), start-up adviser and serial entrepreneur
- **Dana Kaye**, owner and publicist, [Kaye Publicity](#), and author of *Your Book, Your Brand: A Step-By-Step Guide to Launching Your Book and Boosting Sales*
- **Data Guy**, the tech and data wizard behind the [Author Earnings](#) website, who oversees Author Earnings' data scraping and analysis

[DBW Indie Author](#) takes place during DBW 2017 – an event where publishing professionals and their technology partners will come together to learn about the latest tools and techniques for smarter book publishing in a digital world. DBW 2017 attendees will get up-to-date on key issues and opportunities that will help them get ahead for the coming year; learn strategies from both familiar faces and new voices; and connect with the industry's leading executives, experts and innovators. The event will feature educational sessions, workshops and thought-provoking main stage presentations.

Visit [digitalbookworldconference.com](http://digitalbookworldconference.com) to learn more about DBW 2017 and to register for the event. To enquire about attending, sponsoring or exhibiting, email [digitalbookworld@fwmedia.com](mailto:digitalbookworld@fwmedia.com).

The New York Hilton Midtown is the official conference hotel for all DBW 2017 sessions, programs and lodging. Book lodging early by contacting EventSphere, the official housing partner, at 877-416-9396 or via [dbw@eventsphere.com](mailto:dbw@eventsphere.com).

#### **About F+W, A Content + eCommerce Company**

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**Note to Editors:** Press passes, artwork, interviews may be requested.