

#ROMBLOGCON AGENDA

APRIL 13-14, 2019 1:00-6:00 PM EST



SATURDAY, APRIL 13

1:00 PM - 1:10 PM Opening Remarks, Welcome

1:10 PM - 2:15 PM Romance Publicity

Q&A with Publicists, Featuring Estelle Hallick, Forever;

Gloria Bairos, Harlequin; and Stefani Sloma, Sourcebooks.

2:30 PM - 3:30 PM Resources

Where to hear about books and how to streamline your processes. We'll start with a list of tools and sites, and then create a crowd-sourced resource to distribute after the event!

3:45 PM - 4:45 PM Platforms

We'll talk about the different platforms to get the word out about your blog (or to take the place of your blog!)

and blogger experiences with each.

5:00 PM - 6:00 PM The Future of Romance Blogging = ?
With guests Stefani Sloma and
JenReadsRomance



to contribute!

SUNDAY, APRIL 14

1:00 PM - 2:15 PM What's Working?

An open discussion about reviews, blog tours, topical posts, "listicles," and more. What's working? How do you judge engagement? Bloggers are encouraged to bring current engagement stats. No blog is too big or too small

2:30 PM - 3:30 PM Strategies to Avoid Burnout
Strategies to counter four kinds of blogger burnout: The
Reading Slump, Distraction/No Time, Feeling
Overwhelmed, and Feeling Unappreciated.
Moderated by Lauren Sullivan

3:45 PM - 4:45 PM Building, Joining, and/or Retaining a Team vs. Independent Blogging
We'll talk about the differences between blogging as an individual and as part of a team, plus what to expect if you invite other reviewers to join you.

5:00 PM - 6:00 PM Monetization
With guest Thien-Kim Lam of Bawdy Bookworms

6:00 PM - That's it! Time to change from your daytime PJs into your nighttime PJs.