



TEXTBOOK & ACADEMIC

Authoring Conference

NASHVILLE ★ JUNE 21-22, 2024

REGISTER EARLY & SAVE

Save \$100 by registering before March 1, 2024.

See details below.

The 2024 Textbook & Academic Authoring Conference will be back in person!

Join us at the Virgin Hotels Nashville in Music City June 21-22 for lots of “author talk” – music to our ears.

Learn how to turn up the volume on your textbook or academic writing at this annual conference that features general, textbook and academic sessions, “Ted Talk” style learning, mentoring by veteran authors and industry professionals, and lots of networking opportunities!

We can't wait to see y'all there!

★
VIP PASS
\$350
★

★
GENERAL REGISTRATION
\$300
★

HOW TO REGISTER

Registration includes Thursday and Friday evening networking receptions, Friday and Saturday breakfast, all educational content, one-on-one mentoring, and a custom writing journal.

Members receive \$50 off the non-member registration rate with code MEMBER50 and Graduate Students receive 50% off with code GS50 (discount codes do not apply to VIP registration).

Register as a VIP for Exclusive Perks!

Get better swag, a longer mentoring session, your registration materials delivered to your room so you can skip the registration line, and a chance to win a suite upgrade!

VIP registration includes:

- Your badge and other registration materials delivered to your room prior to check-in. Skip the line!
- A 30-minute mentoring session.
- A custom 11 oz. travel tumbler.
- Curated list of things to do in Nashville.
- The chance to win one of four room upgrades to a 400 sq. ft. Grand Chamber King Suite!*

The deadline to register as a VIP is March 1, 2024. Must be a current TAA member.

*Must reserve a standard chamber at the Conference Hotel to be eligible for an upgrade.



REGISTER TODAY

bit.ly/483v8F8

RESERVE YOUR ROOM AT VIRGIN HOTELS NASHVILLE, LOCATED IN THE HEART OF NASHVILLE'S MUSIC ROW

A discounted room rate of \$299 is available until May 17, 2024.

A limited number of Chamber 2 Queens are available. Book early to ensure availability. Attendees receive a \$25 credit for use at Virgin's Funny Library, Commons Club, The Pool Club, or room service. (This is a flat inclusive \$25 per reservation, regardless of length of stay or occupancy of room. Charge to room. Has no cash value.)



OPENING KEYNOTE

“The Very Human Experience of Learning”

Speaker: Susan Winslow, MacMillan Publishing

As AI becomes a bigger part of education, we can't forget that at its core, learning is a human thing. This session digs deep into the moments that make learning special: the emotions, the bonds we form, the aha! moments, and those big motivations that stick with us for life. It's all about finding the right mix of tech and touch. The session will help us to understand the different ways to blend modern tech with the timeless human side of learning to help engage and inspire students. Participants will explore the value of authorship alongside the differences between what educators/authors/academics and AI can do for students. Join us as we celebrate and advocate for the human experience in a rapidly evolving AI world.

Susan Winslow has more than 30 years of educational publishing and technology experience. Under her leadership, Macmillan Learning developed, tested and launched its new digital learning platform Achieve.



FRIDAY, JUNE 21



GEOPRIMER: Nashville - Athens at the Grand Ole Opry: A Historical & Geographical Introduction

Geography Textbook Author Robert Christopherson will kick off the conference with an historical and geographical introduction to Nashville.

SESSIONS

Negotiating a Publishing Contract: A Live Mock Contract Negotiation Session for Your Education and Entertainment

Speaker: Brenda Ulrich, Intellectual Property Attorney, Archstone Law Group, PC; Sean Wakely, Vice President, Product and Editorial, FlatWorld

Learn how issues are discussed and negotiated in the context of a textbook contract negotiation.

The Distracted Writer's Guide to Finishing Your Manuscript

Speaker: Christina Inge, Harvard University, and author of *Marketing Analytics: A Comprehensive Guide*

Learn 20 proven strategies that help distracted writers keep on track.

Break It Down, Get It Done: A Writing Strategy to Reduce Stress

Speaker: Angelica Ribeiro, Adjunct Professor, Houston Christian University and University of Houston-Clear Lake; Nilsa Perez-Cabrera, Spanish Professor, Blinn University

Learn how to use a simple strategy to avoid feeling stressed and overwhelmed when facing big writing projects: Break it down and get it done.

A Guide to the Best Technological Tools for Authors (for the Tech Bewildered)

Speaker: John Bond, Publishing Consultant, Riverwinds Consulting

A review of the best technological tools for authors including reference managers, grammar software, dictation programs, chart and table creation software, video software, book formatting tools, research tools, originality checkers, and of course A.I.

Integrating Ethical AI in Academic Writing: A Guide to Automated Writing Evaluation Tools

Speaker: Kimberly Becker, Academic Insight Lab

Learn how to discern between AI tools that facilitate equitable writing assessments and those that perpetuate biases, thus driving the discourse toward more responsible AI integration.

Peer Review Uncovered: Strategies for An Unbiased Review

Speakers: Laura Frost, Textbook Author, Professor of Chemistry, Association Dean, Florida Gulf Coast University; Shawn Cordell, Textbook Author, Associate Director, Graduate Career Services, Assistant Professor, University of Arizona; and Thomas Valone, Professor of Biology at Saint Louis University

Learn guidelines for equitable peer reviewing in scholarly publishing and what you can do to give your article an increased chance for an unbiased peer review.

Turn Your Textbook Idea into Reality: Best Practices and Interactive Getting Started Workshop

Speakers: Jeff Shelstad, VP and General Manager of Higher Education, XanEdu Publishing; Joyce Mueller, VP of Corporate and Higher Education Marketing, XanEdu Publishing

SATURDAY, JUNE 22

Try Thinking Like a Game Designer

Speaker: Thomas Heinzen, Textbook Author, Retired Psychology Professor, William Paterson University

Learn how a game-designed textbook can be made to feel like a game by using established principles and techniques that onboard engagement, direct attention, and reward sustained interest.

Taking the Exit Ramp: A Successful Search for a Successor Author

Speaker: Ken Saladin, Author of *Anatomy & Physiology, The Unity of Form and Function*

A 30-year, 21-book author approaching retirement will share a process that he and his publisher undertook to identify prospective authors, audition and screen them, choose the most promising candidate, and mentor a new author as a prelude to full coauthorship.

Content Marketing: The Most Comfortable and Effective Way to Promote Your Book

Speaker: John Bond, Publishing Consultant, Riverwinds Consulting

Learn how a content marketing strategy can be used to attract and engage an audience by sharing articles, videos, podcasts, and other media.

I cannot begin to express how much I LOVE this conference. I appreciate the fact that everyone is willing to share their successes and lessons learned. I always leave invigorated.

—Tracy Spies, UNLV, Associate Professor, UNLV



Searching for a Book Series Successor: Struggles, Strategies, and Successes

Speaker: Micki Caskey, Portland State University

Authors and editors will explore the struggles, strategies, and successes when searching for a successor.

How Authors Can Change the World: Social Justice Through Writing

Speaker: Stacie DeFreitas, Associate Professor, Prairie View A&M University, author of *African American Psychology: A Positive Psychology Perspective*

Learn how to engage in social justice in your writing, reach audiences and foster meaningful change in communities.

Using AI to Promote Diversity, Equity, and Inclusion in Academic and Educational Materials

Speaker: Abeer Hasan, North Carolina Agricultural and Technical State University

Learn examples of good practices, ideas and pitfalls of incorporating AI generated materials into articles and textbooks.

Public Platforms for Academic Writers: Real Benefits, Quick Setup, and Easy Maintenance

Speaker: Margarita Huerta, Author, Founder, Real Academics

Learn how using a website and social media platforms can benefit you as an academic writer, recommendations for setting up and structuring different kinds of platforms, and tips on how to easily maintain your platforms.

My Book Transformation from Print to Digital and Interactive

Speaker: Paul Krieger, author of Visual Analogy Guides

Learn about the speaker's experience in moving from print to digital for his anatomy & physiology book after his book was acquired by EdTech company Top Hat in 2021.

Using Learning Science to Guide the Development of Engaging, Accessible, and Inclusive Content

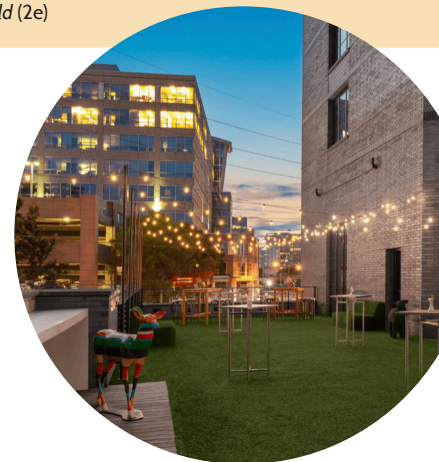
Speaker: Lisa Peterson, TopHat

Explore how learning science guides TopHat's five pillars for creating digital content that engages students and deepens learning.



The TAA conference is a highlight of my year. I love meeting other authors and coming away with fresh ideas and insights into academic publishing.

—Jamie Pope, Co-author of *Nutrition for a Changing World (2e)*



Take a Brain Break!

Take advantage of “brain breaks” throughout the conference to visit **The Lawn** for a quick yard game, or **The Lounge** to color our custom coloring book page or work on our custom puzzle!

WORKSHOPS

FRIDAY, JUNE 21

A System for Writing: Do You Have One?

Speakers: Dr. Patricia (Pat) Goodson, Ph.D., author of *Becoming an Academic Writer: 50 Exercises for Paced, Productive, and Powerful Writing*; Dr. Qian Ji, Ph.D., *Instructional*



By far this was the best conference I have attended! Each session was extremely informative and practical.

—JoNataye Prather, Assistant Professor, Tarleton State University

Assistant Professor, Texas A&M University; and Dr. Margarita Huerta, Author, Founder, Real Academics

This two-hour workshop will challenge participants to examine their current writing systems and will offer a complex adaptable system.

SATURDAY, JUNE 22

Journal Keeping: Path to Writing Energy, Synergy, and Satisfaction

Speaker: Dannelle D. Stevens, Author, Professor Emerita, Portland State University

Learn how to build a foundation for (or re-energize!) a successful, sustainable, and satisfying journal keeping and writing practice.

AUTHOR TALKS — NEW IN 2024!

Join us for these short Ted-Talk style presentations that give a quick take on an idea or strategy, demonstrates a concept or template, or are thought-provoking.

FRIDAY, JUNE 21

How to Take Advantage of the AI Instead of the AI Taking Advantage of You

Speaker: Zara Miller, Author

Learn how to stop looking at AI as an enemy and use its power to make your life easier and expedite line editing.

Supporting and Working with Your Textbook Marketing Team

Speaker: Jamie Pope, Co-author of *Nutrition for a Changing World (2e)*

Learn how to support your publishers' marketing efforts while trusting their expertise and promotional plans.

Navigating the Complexities of Copyrights, Permissions and Royalties

Speaker: Mandy Gagel, Managing Editor XanEdu Publishing

SATURDAY, JUNE 22

Elevating Learning: The Power of Five-Minute Free Writing

Speakers: Dr. Qian Ji, Clinical Assistant Professor; Dr. Bruce Hanik, Ph.D., Instructional Associate Professor; and Dr. Patricia Goodson, Presidential Professor for Teaching Excellence, Texas A&M University

Learn how integrating 5-minute free writing can routinely improve learning and cultivate potential to enjoy writing and desire to engage more in academic writing.

Co-authoring 'Out of Context'

Speaker: Laura Jacobi, Professor, Communication Studies Department, Communication Studies Department, Minnesota State University, Mankato

Explore the benefits, challenges, and best practices involved in co-authoring across disciplines, positions, and levels.

Interested in presenting an Author Talk?

Contact Kiley.Thornton@TAAonline.net

SCHEDULE AT-A-GLANCE

| JUNE 21, 2024 | |
|----------------|---|
| 7:00-7:45 AM | Registration & Breakfast |
| 7:45-8:00 AM | Welcome & Opening Remarks |
| 8:00-8:30 AM | GEOPRIMER Nashville – Athens at the Grand Ole Opry: An Historical & Geographical Introduction |
| 8:30-9:30 AM | OPENING KEYNOTE The Very Human Experience of Learning |
| 9:30-10:00 AM | Networking Break |
| 10:00-11:00 AM | CONCURRENT SESSIONS Negotiating a Publishing Contract: A Live Mock Contract Negotiation Session for Your Education and Entertainment The Distracted Writer's Guide to Finishing Your Manuscript |
| 11:00-12:00 PM | CONCURRENT SESSIONS Turn Your Textbook Idea into Reality: Best Practices and Interactive Getting Started Workshop Break It Down, Get It Done: A Writing Strategy to Reduce Stress |
| 12:00-1:30 PM | Lunch On Your Own |
| 1:30-3:30 PM | WORKSHOP A System for Writing: Do You Have One? |
| 1:30-2:30 PM | A Guide to the Best Technological Tools for Authors (for the Tech Bewildered) |
| 2:30-3:30 PM | Integrating Ethical AI in Academic Writing: A Guide to Automated Writing Evaluation Tools |
| 3:30-3:45 PM | Take a Brain Break |
| 3:45-4:45 PM | CONCURRENT SESSIONS Peer Review Uncovered: Strategies for An Unbiased Review AUTHOR TALKS |
| 5:15-7:15 PM | Networking Reception |
| JUNE 22, 2024 | |
| 7:00-7:45 AM | Breakfast |
| 7:45-8:00 AM | Welcome & Opening Remarks |
| 8:00-9:00 AM | CONCURRENT SESSIONS Try Thinking Like a Game Designer Taking the Exit Ramp: A Successful Search for a Successor Author |
| 9:00-10:00 AM | CONCURRENT SESSIONS Content Marketing: The Most Comfortable and Effective Way to Promote Your Book Searching for a Book Series Successor: Struggles, Strategies, and Successes |
| 10:00-10:15 AM | Take a Brain Break |
| 10:15-12:15 PM | WORKSHOP Journal Keeping: Path to Writing Energy, Synergy, and Satisfaction |
| 10:15-11:15 PM | How Authors Can Change the World: Social Justice Through Writing |
| 11:15-12:15 PM | Using AI to Promote Diversity, Equity, and Inclusion in Academic and Educational Materials |
| 12:15-1:45 PM | Lunch on Your Own |
| 1:45-2:45 PM | CONCURRENT SESSIONS Public Platforms for Academic Writers: Real Benefits, Quick Setup, and Easy Maintenance My Book Transformation from Print to Digital and Interactive |
| 2:45-3:45 PM | CONCURRENT SESSIONS Using Learning Science to Guide the Development of Engaging, Accessible, and Inclusive Content AUTHOR TALKS |
| 4:00-4:15 PM | Closing |

All activities are at Virgin Hotels – Nashville, 1 Music Square W in Nashville, Tennessee. All times are Central Time (CT).
TAA reserves the right to make changes to the program and speakers or cancel sessions.

A BIG THANK YOU TO OUR CONFERENCE SPONSORS!

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BRONZE



Archstone Law Group P.C.

Learn about sponsorship opportunities at

2024taaconference.org

