

# Summer Festival Days

## August 8: Publishing and Platform Building

2:30 p.m. - 3:25 p.m. PST

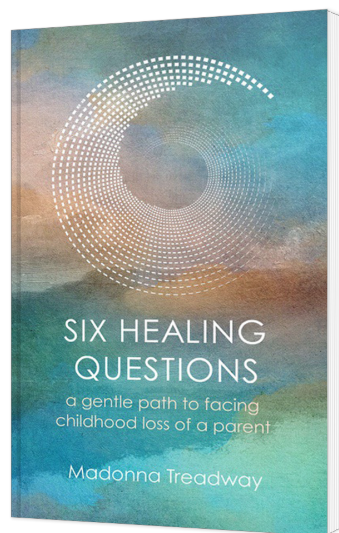
### **PANEL: What Every Author Needs to Know About Publicity**

Moderated by **Jeniffer Thompson** with **Marika Flatt, Tricia Hedman** and **Marissa Eigenbrood**

So your book is done and ready for publication. How do you let the world know? What does a book publicist do and what is the range of cost? Book events? Media? Virtual Book Tour?

Join a panel of industry experts to learn what every author should know to create a successful book launch and publicity campaign.

**Thank you to our generous sponsor: Madonna Treadway**



## MARIKA FLATT



Marika Flatt was hired as a “baby book publicist” in 1997 upon graduating cum laude from Texas A&M University with a degree in Communications. After taking over the management of that boutique literary firm in just a few short years, she & her husband, Doug, launched PR by the Book in 2002, capitalizing on her love of media & books.

Marika is a “connector” by nature, is a past-president of Women Communicators of Austin, serves as an Expert for Independent Book Publishers Association (IBPA), is listed on Twitter’s Women in Publishing (#womeninpublishing) and has served on the selection committee for the Texas Book Festival. Marika also serves on the advisory board for the San Diego Writers Festival and on the committee for the Women’s Storybook Project, based in Austin. Marika has been a regular speaker in the book industry since the late ’90s for organizations such as: Digital Book World, IBPA’s Publishing University, Book Expo America, and Writers League of Texas, among others.

In her spare time, Marika has been a travel writer for nearly two decades and serves as the Travel Editor for Texas Lifestyle Magazine. Marika can be heard on the statewide NPR show “Texas Standard”, giving her Weekend Trip Tips, and is a regular travel contributor on several TV stations around Texas. Marika is the proud parent of three teens (none of which love reading as much as she does).

## TRICIA HEDMAN



Tricia Hedman has worked in numerous publicity mediums, including crisis, product, and entertainment, lastly working as a photo publicist for CBS Network in Los Angeles before relocating to San Diego. It was there that she found she could combine her publicity experience with her love of books, working as a senior publicist in the San Diego office of Harcourt Trade Publishing for 5 ½ years. In September 2006, Tricia launched her own literary publicity agency, **Ollie Media**. Her clients include authors from FSG, HarperCollins, Houghton Mifflin Harcourt, Knopf, Naval Institute Press, Rodale, Northwestern University Press and University of New Mexico

Press as well as smaller presses and independent publishers. Tricia lives in San Diego, California, with her husband, Mike, and daughter, Olivia, the inspiration and namesake for her business. For further information or questions, please contact Tricia at **619-277-0121** or [tricia@olliemedia.com](mailto:tricia@olliemedia.com)

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## MARISSA EIGENBROOD



Marissa Eigenbrood is Vice President of Smith Publicity, working closely with all teams across the company. Throughout her career in public relations, she has worked with non-profits, Fortune 500 corporations, international brands, college/universities, tech start-ups and the publishing industry, including small to large-sized publishers, hybrid presses, debut authors and industry thought leaders. She brings extensive knowledge of the public relations realm, as well as an organized and dedicated focus, to all she does. Joining the Smith Publicity team in 2009, she began her career as a publicist, then expanding into business development before taking on a variety of leadership roles, which provided her with a diverse understanding of the goals and strategies critical to campaign success and an in-depth knowledge of the industry and company

as a whole. Marissa holds a Bachelor of Arts in Communications with a minor in Business Management from Marist College and resides outside of Philadelphia.

## Jeniffer Thompson



Jeniffer Thompson is a personal branding expert, digital marketing strategist and host of The Premise podcast. She is an author and speaker who delivers strategy-rich content and actionable tools that educate and empower authors. With a BA in Journalism from SDSU, Jeniffer is an ardent believer in the power of storytelling—she is always looking for, or telling, a story. She believes that story has the power to develop a greater sense of empathy, transform us, and build community.

Jeniffer is passionate about helping authors establish highly visible brands. She and her husband, Chad, co-founded Monkey C Media in 2004 and have been creating award-winning book cover designs and author websites ever since. They specialize in author services that integrate digital marketing strategies and engage readers all over the world.

She is a co-founder of the San Diego Writers Festival, serves on the board of the San Diego Memoir Writers Association, and is currently writing her own coming of age memoir.

For author services, visit [www.MonkeyCMedia.com](http://www.MonkeyCMedia.com); for actionable brand strategy techniques and digital marketing strategies, subscribe to her blog at [JenifferThompson.com](http://JenifferThompson.com). Listen to her podcast at [ThePremisePod.com](http://ThePremisePod.com).