

SCHEDULE

Tuesday, July 24

Industry Track
presented by
COLEMAN INSIGHTS
MEDIA RESEARCH

Creation Track
presented by
fiverr

Monetization Track
presented by
nielsen

Marketing Track
presented by
SELF-PUBLISHING SCHOOL

Society, Culture & Advocacy Track

Technical Track

	GRAND A/B	GRAND C/D	GRAND I/J	GRAND K/L	FRANKLIN 1
9:00 am	Check In				
10:00 am	PANEL: Sizing Up The Opportunity - A Look at Podcast Revenues and Trends	Don't Just Podcast: Building an Empire Around Your Show	TO BE ANNOUNCED	PANEL: 6 Ways Podcasters Can Leverage Psychology for Growth, Influence, & Improvement	Podcast Scripting Made Easy: How to Write Like You Speak & Speak Like You Didn't Write It
10:45 am	Break				
11:00 am	PANEL: Audience Acquisition	Create Your Million Dollar Podcasting Funnel	Mistakes No Podcaster Should Make: Journalism Basics that Every Podcaster Should Know and Love	PANEL: The Future is Fiction	How to Bring Value & Opportunities to Your Corporate Environment with a Podcast
11:45 am	Networking & Lunch Break				
12:00 pm	PANEL: HBR Podcasts: Lessons from an Early Adopter (and Fast Follower)	Self Publishing for Podcasters - Amplify Your Content Efforts by Writing & Publishing a Book in the Next 90 Days	Networking & Lunch Break	PANEL: Diversifying The Podcast Mediascape	
12:45 pm	Networking & Lunch Break				
1:30 pm	PANEL: State of Podcasting	Podcast Row: The Framework Behind Two Top Sports Entertainment Shows	The Missing Marketplace: Monetizing Podcasts Beyond the 1%	PANEL: No Spoilers	5 Key Strategies for Intentional Content Creation
2:15 pm	Break				

Speaker/Sponsor Reception, presented by
authentic
A Podtrac Company

	GRAND BALLROOM
2:30 pm	Pat Flynn - Opening Keynote
3:15 pm	Podcasting's Next Frontier: 100 Million Listeners
3:45 pm	TO BE ANNOUNCED
6:15 pm	iHeart Radio Red Carpet Party
7:30 pm	Academy of Podcasters Hall of Fame Ceremony



	FRANKLIN 2	FRANKLIN 8	FRANKLIN 9	FRANKLIN 10	MTG 405
	Check In				
	TO BE ANNOUNCED	Email Marketing for Podcasters	Lessons from Wakanda: Stealth Moves to Drive Social & Narrative Change	How to Create the Perfect Mobile Studio & Travel the World with Your Podcast	FIRESIDE CHAT: The Power of Music in Podcasting
	Break				
	Beyond Direct Response: Attracting Brand Advertisers	Low-Budget Marketing Options for the Beginner Podcast	Your Story is Awesome, but You're Probably Telling it Wrong	Mobile Podcasting	FIRESIDE CHAT: The Quickest Way to a Sponsor - A Local Podcast
	Networking & Lunch Break				
	What Advertisers Want - Get Your Podcast Sponsor Ready!	Riches are in the Niches: Why It's Impossible to Monetize Your Independent Side Hustle Podcast by Targeting Everyone	Communicating Genuine Purpose to a Distrusting Audience	9 Ways to Cut the Time it Takes You to Ship a Show	FIRESIDE CHAT: Longevity Not Laziness
	Break				

Stitcher Hall of Fame After Party
Field House Philly



9:30 pm - 11:30 pm

KEY

- INDUSTRY TRACK
- CREATION TRACK
- MONETIZATION TRACK
- MARKETING TRACK
- SOCIETY, CULTURE, & ADVOCACY TRACK
- TECHNICAL TRACK
- KEYNOTE
- SPECIAL EVENT



PODCAST MOVEMENT
CENTRAL
Hours
9:00 AM - 5:00 PM

SCHEDULE

Wednesday, July 25

Broadcasters Meet Podcasters
presented by



Industry Track
presented by



Creation Track
presented by



Monetization Track
presented by



Marketing Track
presented by



Society, Culture & Advocacy Track

Technical Track

	GRAND A/B	GRAND C/D	GRAND I/J	GRAND K/L	FRANKLIN 1					
9:00 am	NPR's CEO Jarl Mohn, with Fred Jacobs (Taking Place in the Grand Ballroom)	PANEL: Podcast Content Evolution	Legal Issues for Podcasters & Content Creators	PANEL: Creating and Running Multiple Shows	Your Voice, The Most Powerful Tool You Have, If You Know How to Use It					
9:45 am	Break									
10:00 am	Alexa! Let's Listen To A Podcast	PANEL: #WomenInPodcasting	The Podcast Content Deep Dive: A Second-by-Second Look at Listening Behavior	PANEL: Telling Business Stories with Podcasts	Workshop: Creating Systems that Create Freedom					
10:45 am	Break									
11:00 am	Creating a Podcast Culture	PANEL: From 0 to 100. How to Grow Your Show!	In Conversation: Podcast CEOs on Growing Podcast Networks	PANEL: You Know How to Grow Podcasting? It Has Nothing to do with Apple Podcasts						
11:45 am	Networking & Lunch Break									
12:00 pm						Audible Original Pitches at Podcast Movement		I Charge My Podcast Guests and You Can Too!		
12:30 pm										
1:00 pm	Networking & Lunch Break									
1:15 pm										
1:30 pm						Inside Jaws: How Movies, TV, and Radio Conspire to Make a Hit Podcast	PANEL: The Evolution of Podcasting presented by Tenderfoot TV & Cadence 13	From Downloads to Listening: Podcast Measurement's Next Frontier	PANEL: How to Make a Popular Podcast	Podcast Pros Share Top Production Tips and Tricks
2:15 pm	Break									
2:30 pm	Legal Issues in Podcasting	PANEL: Podcast Advertising	The Power of Podcast Fans: Driving Brand Recall and Lift	PANEL: Podcast Editing for Money: How to Make Side-Hustle Money or a Full-Time Income From Editing Podcasts	The Power of No Comparison: How to Build a Podcast Using Passion, Purpose, & Partnerships					
3:15 pm - 5:00 pm	Dedicated Expo Time									
7:00 - 10:00 pm	Rock the Castbox Party, presented by Castbox - Reading Terminal Market (just across the street) **Attendance is limited to the first 1,000 PM18 attendees through the door**									

FRANKLIN 2	FRANKLIN 8	FRANKLIN 9	FRANKLIN 10	MTG 405
Forget CPM! How to Price Your Influence for Advertising	How Buffer Drove 50,000+ Downloads In 1 Year with a Side Podcast Project	Ever Wondered How a Movement is Born?	The Power and Beauty of the Edit	
Break				
Making a Living Editing Podcasts: Lessons Learned & Future Opportunities	Yes that Marketing Advice for Your Podcast is Still BS - 2018	PodPassion: How do I Move Forward?	Technical Lessons I Learned Building the Orbital Jigsaw Network	FIRESIDE CHAT: Podcasting in Desperate Times: Strategies for Non-Political Podcasts in a Political World
Break				
Turn Downloads Into Dollars: Building a Lasting Audience Connection Through Merchandise	How to Launch a #1 Ranked Podcast Using "Infinity Loops"	Power Your Story: High School, Autism, Diverse Learning, & Podcast Mentorship	Post Production Simplified: The Most Basic, Powerful Editing Techniques to Boost Your Podcast Quality	FIRESIDE CHAT: From Comedy to Copywriting
Networking & Lunch Break				
DIY Sponsorships: Pitching Sponsors, Setting Prices, & Making Money for Indie Podcasts	Influencer Marketing for Podcasters: Why You're Leaving Money on the Table & How to Get it Back	Minority Voices in Podcasting	The Future is Voice: Getting Your Podcast onto Alexa, Siri, & Google Home	FIRESIDE CHAT: From Beginners to Award Winners: How We Fine Tuned Our Podcast & Gained an Audience
Break				
Grow Your Podcast's Revenue + Audience with Online Courses	Using Live Broadcast to 4x Your Reach	Race, Class, & Podcasting	Well Produced Audio as Your Ticket to Success	FIRESIDE CHAT: Sonic Sisters Sharing Stories - Amplifying Our Diverse Cultural Landscape
Dedicated Expo Time				

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- TECHNICAL TRACK
- KEYNOTE
- SPECIAL EVENT
- BROADCASTERS MEET PODCASTERS



PODCAST MOVEMENT
Central Hours

9:00 AM - 5:00 PM

SCHEDULE

Thursday, July 26

Broadcasters Meet Podcasters
presented by



Industry Track
presented by



Creation Track
presented by



Monetization Track
presented by



Marketing Track
presented by



Society, Culture & Advocacy Track

Technical Track

	GRAND A/B	GRAND C/D	GRAND I/J	GRAND K/L	FRANKLIN 1
9:00 am	From The Corner Office: Radio Execs On Their Companies' Podcasting Strategies	PANEL: Beyond Downloads: Creating a Niche Brand & Active Community that Sponsors Adore	The Targeting & Measurement Insight We've Been Waiting For	PANEL: The Power of Dynamic Ad Insertion to Generate Podcast Revenue	The Listener Bill of Rights
9:45 am	Break				
10:00 am	The Future of Revenue: How Podcasting Becomes Big Business	PANEL: Live Touring for Podcasts	Podcasting: Finally a True Media Democracy	PANEL: Family Listening and the Future of Podcasting	Your Podcast Intro - How to Maximize Your First Impression
10:45 am	Break				
11:00 am	Interview with Bobby Bones	PANEL: What You Need to Know About Podcast Hosting	TO BE ANNOUNCED	PANEL: Storytelling for Wonks: Podcasting the Facts	The Lasting Impact of Your Audio Message
11:45 am	Networking & Lunch Break				
12:15 pm	PANEL: The Network Effect: How Networks Get Podcasts to the Next Level		Networking & Lunch Break		How to Build a Responsible & PROFITABLE Online Business Around Your Podcasting Efforts
1:00 pm	Networking & Lunch Break				
1:15 pm	Podcast Makeover: Broadcasting Pros Critique Upcoming Podcasts	PANEL: Daily News Podcasts Panel	TO BE ANNOUNCED	True Crime Jawn: The Women of Philadelphia True Crime Podcasting	Breaking Through Creative Blocks Like Bowie
2:00 pm	Break				

	GRAND BALLROOM
2:15 pm	TO BE ANNOUNCED
3:00 pm	All I Did Was Ask: An Afternoon with Terry Gross
4:30 pm	



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FRANKLIN 2	FRANKLIN 8	FRANKLIN 9	FRANKLIN 10	MTG 405
How to Create a Premium Podcast & Deliver Patrons-only Content Using a Wordpress Membership Site	TO BE ANNOUNCED	Changing Stations: Radio Lessons for Tomorrow's Podcasters	Deconstructing the Interview Process	
Break				
Turn Your Podcast Into a Book & Profit	Proven Social Media Strategies for Podcasters - Act II	Power to the People: Creating Podcast Content that Empowers Minority Populations	Do Everything with Nothing	FIRESIDE CHAT: So You Think You're a Storyteller?
Break				
Do Better Ads (And Make More Money)	Audiograms Made Easy/ How to Make an Audiogram	Social, Economic, & Political Equality in Podcasting: Do We Really Have to Talk About it?	Automation for Podcasters: Winning Back Time by Putting Parts of Your Podcasting Workflow on Autopilot	FIRESIDE CHAT: How to Maximize Listener Engagement for Your Fan Podcast
Networking & Lunch Break				
How to Build a Profitable Podcast Without Selling Ads	TO BE ANNOUNCED	Giving Victims Voice	Using Music in Podcasts	FIRESIDE CHAT: Diversity Matters: 3 Ways to Inclusion in Podcasting
Break				

5:00 - 7:00 pm



PM18 Afterparty Happy Hour sponsored by Jack Daniel's

Field House Philly

