Faculty authors take the spotlight at 2025 New Orleans Book Festival

March 14, 2025



The fourth annual New Orleans Book Festival at Tulane University wil take place March 27-29 on Tulane's uptown campus. The festival is free and open to the public.

Freeman School faculty members Chris Lipp and Rob Lalka are among the more than 200 authors and thought leaders on tap for the fourth annual New Orleans Book Festival at Tulane University.

The festival, which takes place March 27-29 on Tulane's uptown campus, will feature 90+ panels as well as book signings, a tasty culinary symposium, a friendly Family Day, and a closing musical celebration with free crawfish from a partnership with the Louisiana Seafood Promotion and Marketing Board.



Chris Lipp



Rob Lalka

Lipp, professor of practice and director of management communication at the Freeman School, will discuss his new book The Science of Personal Power, which explores how individuals can cultivate success in their lives through self-empowerment. Lalka, Albert Lepage Professor in Business and author of The Venture Alchemists: How Big Tech Turned Profits Into Power, will moderate a panel on the growing influence of tech industry philosophy on government operations.

Both presentations will take place on Saturday, March 29, in the Lavin-Bernick Center.

The Science of Personal Power: How to Build Confidence, Create Success and Obtain Freedom | Chris Lipp | Moderated by: Michelle Johnston
2 p.m. to 2:45 p.m.
Stibbs 203 - Lavin-Bernick Center

Move Fast, Break Government? The Risks of Silicon Valley Thinking in Public Policy | Kim Scott | Moderated by: Rob Lalka
3 p.m. to 3:45 p.m.
Stibbs 203 - Lavin-Bernick Center

In addition to Lipp and Lalka, Business School Council member and Freeman alumna Yvette Jones (MBA '95), president of the Jones Group, will moderate a discussion with Tulane President Emeritus Scott Cowen on Thursday, March 28.

> Lead and Succeed: A Conversation with Scott Cowen | Moderated by: Yvette Jones
> 4 p.m. to 4:45 p.m.
> Marshall Family Commons - Goldring/Woldenberg Business Complex

This year's festival features a powerhouse lineup of bestselling authors, journalists and thought leaders, including David Axelrod, W. Kamau Bell, Connie Chung, Dr. Anthony Fauci, Doris Kearns Goodwin, John Grisham, Walter Isaacson, Don Lemon, Sharon McMahon, Casey McQuiston, Gen. David H. Petraeus, Karl Rove, Nate Silver, Bryan Stevenson, Tara Westover, Bob Woodward and more.

The festival will kick off in collaboration with The Atlantic. The festival's first two sessions on Thursday, March 27, will showcase an unprecedented gathering of journalistic luminaries, including The Atlantic's Editor-in-Chief Jeffrey Goldberg and staff writers, including Pulitzer Prize-winner Anne Applebaum, along with award-winning writers and bestselling authors McKay Coppins, Elaina Plott Calabro and Adam Serwer.

The night's grand finale promises to be a can't-miss conversation with Bryan Stevenson, author of Just Mercy, which recently released its 10th-anniversary edition. He is also the founder and executive director of the Equal Justice Initiative.

Louisiana Music Hall of Fame member and New Orleans legendary rhythm and blues singer Deacon John will close out the festival on Saturday afternoon with a musical celebration.

Family Day at the Fest will occur on Saturday, March 29, from 10 a.m. to 2 p.m. at the Avron B. Fogelman Arena in the Devlin Fieldhouse, offering an exciting children's and family programming lineup. This year's Family Day will welcome over 20 local and national authors and interactive storytelling experiences. Scholastic will allow every child to select up to three books of their choosing, free of charge, thanks to a generous donation from the children's book company. Local independent bookstore Garden District Book Shop will host book sales at Family Day, with signing opportunities for young readers.

The official 2025 festival poster, designed by acclaimed local artist Simon, will be available for purchase at the festival and online.

Author book signings and book sales will occur in the Hyatt Regency Festival Tent, located on the Berger Family Lawn. Author signings will occur immediately following the conclusion of most panel sessions.

For more information on the New Orleans Book Festival at Tulane University, please visit bookfest.tulane.edu or follow us on Facebook, Instagram and X.