

# WRITER'S DIGEST CONFERENCE

## Friday, January 20th, 2012

3:00pm - 4:00pm

**Registration**

4:00pm - 4:50pm

**Writing About Yourself in the Digital Age**

5:00pm - 5:50pm

**Writing the 21st Century Novel**

6:00pm - 6:50pm

**Pitch Perfect**

## Saturday, January 21st, 2012

7:00am - 9:00am

**Registration**

9:00am - 9:50am

**Panel: Ask the Editor (Fiction)**

**E-Publishing 101: The Major Services, How They Work, and What You Have to Provide**

**Becoming an Author Entrepreneur: The Business of Being a Writer and Building Your Platform**

10:00am - 10:50am

**Panel: Ask the Agents**

**Mailbox Full of Money: Micro-publish Your Way from Beginning to Book Deal Marketing for the Promotionally-Challenged Author**

**What Your Teachers Didn't Teach You and How to Escape What They Did Conflict & Suspense: How to Keep Readers Turning Pages in Any Genre**

11:00am - 11:50am

**Seven Secrets of Successful Self-Published Authors**

12:00pm - 12:50pm

**Lunch (included)**

1:00pm - 1:50pm

**Keynote Address: The New World Of Publishing, And What It Means For You.**

2:00pm - 5:00pm

**Pitch Slam**

## Sunday, January 22nd, 2012

9:00am - 9:50am

**Panel: Navigating the World of Self Publishing**

**Panel: Hardcore Author Marketing - What to Do to Rise Above in the Digital Age**

**How to Blog a Book**

10:00am - 10:50am

**Panel: Ask the Editor (Non Fiction)**

**Writing and Selling Your Memoir**

**Making Good Ideas Great**

11:00am - 11:50am	<b>Kidlit Craft and Trends: How to Publish Middle Grade and YA in Today's Hot Children's Market</b> <b>The First 50 Pages (and Why Getting Them Right is the Key to Your Success)</b> <b>How to Make Money with Your Writing (Even when the Economy Sucks)</b>
12:00pm - 12:50pm	<b>Closing Address: The Drive to Write</b>
3:00pm-7:00pm	<b>Bootcamp Session #1: How to Make A Living as A Freelance Writer</b> <i>(Additional Fees Apply)</i>
3:00pm-7:00pm	<b>Bootcamp Session #2: Plot vs Character - A More Powerful Approach to Writing Great Fiction</b> <i>(Additional Fees Apply)</i>