



Friday, August 1st, 2014

8:30 am - 3:30 pm

Writer's Digest Pro

Kristen McLean, Book Futurist, CEO, Bookigee
 Phil Sexton, Publisher, Writer's Digest
 Jon Fine, Director of Author & Publisher Relationships, Amazon.com
 Porter Anderson, Journalist/Speaker/Consultant in Publishing
 Michael J. Sullivan, Author
 Larry Kirshbaum, Senior Literary Agent, Waxman Leavell Literary Agency
 Matthew Baldacci, Vice President of Marketing, Scholastic Trade Publishing
 Kristin Fassler, Director of Marketing, Penguin Random House
 Tim Grahl, Founder, Out:think

8:30 am - 11:30 am

Agent Boot Camp: Crafting the Perfect Query Letter (Additional Fee Required)

Kate McKean, Literary Agent,
 Howard Morhaim Literary Agency

Agent Boot Camp: How to Hook an Agent on your Middle Grade or Young Adult Novel: From Concept to Query and Beyond (Additional Fee Required)

Molly Jaffa, Literary Agent, Folio Literary Management

Agent Boot Camp: Opening Pages: What Agents Are Looking for When They Read Your Work (Additional Fee Required)

Marisa Corvisiero, Founder,
 Corvisiero Literary Agency

11:30 am - 2:30 pm

Agent Boot Camp: Think Strategically! How to Determine the Publishing Plan that's Right for You and Your Work (Additional Fee Required)

April Eberhardt, Literary Agent,
 April Eberhardt Literary

Agent Boot Camp: Writing the High-Concept Novel: How to Create a Premise That Sells (Additional Fee Required)

Paula Munier, Senior Literary Agent and Content Strategist, Talcott Notch Literary Services

Agent Boot Camp: How to Build Authentic & Compelling Characters (Additional Fee Required)

Gina Panettieri, Literary Agent,
 Talcott Notch Literary

3:40 pm - 4:30 pm

Pitch Perfect (Session for Pitch Slam/Basic Conference PACKAGE registrants only)

Chuck Sambuchino, Editor/Writer, Writer's Digest Books

5:00 pm - 5:50 pm

Kickstarter Presents: Strategies for Successfully Crowdfunding Your Book

The Google+ Advantage: How and Why Authors Should Incorporate Google+ into Their

Ask the Editors: Fiction
 Millicent Bennett, Senior Editor,
 Simon & Schuster

How to Write a Page Turner
 Paula Munier, Senior Literary Agent
 and Content Strategist, Talcott

Maris Kreizman, a publishing community manager, Kickstarter Margot Atwell, Publishing community manager, Kickstarter Michael Malice, Author, Dear Reader: The Unauthorized Autobiography of Kim Jong Il

Panel: Expanding Your Brand with Co-Writers

Jeremy Robinson, Author, Secondworld, Pulse, Instinct, Threshold
Sean Ellis, Author, Fortune Favors, Into the Black, Dodge Dalton on the High Road to Oblivion
Kane Gilmour, Author
Robert Swartwood, Author, The Serial Killer's Wife

Opening Keynote: Have I Read Anything You've Written?: Granting Ourselves the Permission to Face the Blank Page

Dani Shapiro, Author, Still Writing: The Perils and Pleasures of a Creative Life and Devotion

Platforms

Kiffer Brown, Founder, Chanticleer Book Reviews & Media

Networking for Writers: The Most Important Skill You Never Knew You Needed

Mare Swallow, Founder and Executive Director, Chicago Writers Conference

Patience Bloom, Senior Editor, Harlequin Books
Chris Russell, Associate Editor, Viking Penguin, Penguin Group USA

Ask the Agents

Chuck Sambuchino, Editor/Writer, Writer's Digest Books
Kate McKean, Literary Agent, Howard Morhaim Literary Agency
Roseanne Wells, Literary Agent, Jennifer De Chiara Literary
Dawn Frederick, Literary Agent, Red Sofa Literary
John Rudolph, Literary Agent, Dystel & Goderich

Notch Literary Services

The Secrets of Selling First-Person Pieces

Susan Shapiro, Journalist/Author/Professor, The New School, New York University
Daniel Jones, Editor, Modern Love

6:00 pm - 6:50 pm

7:00 pm - 7:50 pm

Saturday, August 2nd, 2014

8:00 am - 8:50 am

Sponsor Session - How George Clooney will Help You Become a Famous Author for Free

Clint Arthur, World's Leading Expert on Creating Celebrity for Authors, ClintArthur.com

9:00 am - 9:50 am

A Smooth, Sweet Finish: Revising for Publication

Aine Greaney, Writer and Essayist

How to Sell Your First 1,000 Copies

Tim Grahl, Founder, Out:think

You Have Three Pages to Win Me Over: Essential Advice for Your Opening Pages

Jacquelyn Mitchard, Author/Editor in Chief, Merit Press

Writing from Personal Experience

Nancy Davidoff Kelton, Author

10:00 am - 11:00 am

Fifty Shades of Publishing: All the Ways You Can Publish a Winning Book

April Eberhardt, Literary Agent, April Eberhardt Literary

10:00 am - 11:00 am - Pitch Slam Session 1

Your Book's Business Plan: How to Prepare Yourself and Your Book Idea for Publishing Success

Nina Amir, Inspiration-to-Creation Coach/
Author/Coach/Editor/Speaker, CopyWright Communications

Working the Muddle Out of Your Middle

Cheryl St. John, Author/Instructor, WRITING WITH EMOTION, TENSION & CONFLICT

11:10 am - 12:10 pm

Panel: Marketing Strategies for Independent Authors

Jon Fine, Director of Author & Publisher Relationships, Amazon.com

11:10 am - 12:10 pm - Pitch Slam Session 2

Write a Winning Proposal in 48 Hours and Sell Your Book

Ryan G. Van Cleave, Author

Creating Suspense: 13 Techniques for Making Your Readers Sweat

Jane K. Cleland, Author

Kristen McLean, Book Futurist,
CEO, Bookigee
Michael J. Sullivan, Author
Dan Blank, Founder,
WeGrowMedia

Lunch on your own and Exhibits

Panel: Methods to the Madness! The Latest, Coolest Developments in Indie Publishing

Amanda Barbara, Vice President, Pubslush
Dan Dillon, Director of Product Marketing, Lulu
Keith Ogorek, Senior Vice President of Marketing, Author Solutions - a Penguin Random House company
Dara Beevas, Co-founder/Creative Director, Wise Ink Creative Publishing
Seth Dellon, Director of Product Development, PubMatch
Jeremy Greenfield, Editorial Director, Digital Book World

Advanced Metadata: How It Can Improve Your Sales

Kristen McLean, Book Futurist, CEO, Bookigee

1:30 pm - 2:30 pm - Pitch Slam Session 3

Goodreads: The Platform That Can Make Your Career

Michael J. Sullivan, Author

All Kidding Aside: How I Became a Published Author and What You Can Learn from My Experience

Joe Nelms, Writer
Sean Ellis, Author, Fortune Favors, Into the Black, Dodge Dalton on the High Road to Oblivion
Jeffrey Somers, Author
Kristopher Jansma, Writer, Unchangeable Spots of Leopards
Julia Fierro, Author, Cutting Teeth
Kelly Braffet, Author, Save Yourself

What Your Reader's Brain Really Craves

Lisa Cron, Author/Instructor, UCLA Extension Writers' Program

Panel: From Essay to Book Deal Take Off Your Pants and Write! The Benefits and Pitfalls of Pantsing vs. Plotting a Novel

Susan Shapiro, Journalist/Author/Professor, The New School, New York University
Maria Andreu, Writer/Speaker
Daniel Jones, Editor, Modern Love
Kenan Trebincevic, Author, The Bosnia List
Kathleen Nishimoto, Literary Agent, William Morris Endeavor
Kimberly Perel, Literary Agent, Wendy Sherman Associates

Setting and Description: Where Are We and How Much is Too Much?

Reed Farrel Coleman, Author

Panel: Getting Real about Self-Publishing

Jeremy Robinson, Author, Secondworld, Pulse, Instinct,

Panel: Independent Bookstores - Your Secret Weapon

Emily Pullen, Store Manager/Bookseller, WORD

Ask the Editors: Nonfiction

Cara Bedick, Senior Editor, Harlequin Nonfiction
Meg Leder, Executive Editor,

Threshold Kane Gilmour, Author Robert Swartwood, Author, The Serial Killer's Wife Judith Gille, Founder and Owner, Mercantile and City People's Garden Ember Reichgott Junge, Attorney	Bookstore Jessica Stockton Bagnulo, Co- Owner/Events Coordinator, Greenlight Bookstore Lena Valencia, Frontlist Buyer, The POWERHOUSE Arena Michele Filgate, Writer/Indie Bookseller/Events Coordinator, Community Bookstore Douglas Singleton, Buyer and Literary Journal Curator, McNally Jackson Books Margot Sage-EL, Owner, Watchung Booksellers, Montclair, NJ Dan Cullen, Senior Strategy Officer, American Booksellers Association	Perigee Books, an imprint of Penguin Random House Michelle Howry, Senior Editor, Touchstone books Leah Miller, Editor, Crown Archetype
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4:40 pm - 5:30 pm

Central Keynote: The Rules of Writing and When To Break Them with Harlan Coben

Harlan Coben, New York Times bestselling Author, SIX YEARS, STAY CLOSE, LIVE WIRE, CAUGHT, LONG LOST and HOLD TIGHT

5:30 pm - 7:00 pm

Cocktail Reception and Exhibits - Sponsored by Lulu

Sunday, August 3rd, 2014

9:00 am - 9:50 am

**Writing as a Business (and the
Business of Writing)**

Dan Hampton, New York Times
Bestselling Author, Viper Pilot,
Lords of the Sky, and The
Mercenary

**Blog Your Way to a Book Deal:
Build Visibility, Boost Authority
and Become an Author Post by
Post**

Nina Amir, Inspiration-to-Creation
Coach/
Author/Coach/Editor/Speaker,
CopyWright Communications

**YOU SHOULD REALLY WRITE A 7 Steps to Stronger Middle
Grade and Young Adult Novels**

Regina Brooks, Lead
Agent/President, Serendipity
Literary Agency

Gabriela Pereira, Creative Director
and Instigator, DIY MFA

10:00 am - 10:50 am

**The New Model of Publishing:
Combining Traditional &
Partnership Publishing for
Success**

Kristen Harnisch, Author, The
Vintner's Daughter

**Getting into the Act: Turn Your
Readers into Your Marketers**

Gina Panettieri, Literary Agent,
Talcott Notch Literary

**Thrillers, Killers, and Fanboys:
How to Succeed as a Writer by
Knowing What Not to Do**

Barry Lyga, New York Times
Bestselling Author, I Hunt Killers,
Boy Toy, Hero-Type, Blood of my
Blood

**Once More with Feeling: How to
Ensure that Your Books
Become Reader Favorites**

Cheryl St. John, Author/Instructor,
WRITING WITH EMOTION,
TENSION & CONFLICT

10:50 am - 11:10 am

Exhibit Break

11:10 am - 12:00 pm

**Darling, You're Making a Scene:
How to Build Your Fiction the
Right Way from Page One**

**Panel: Hello, Is This Thing On?
How to Raise Your Voice, Get
Heard, and Get Noticed**

**Dirty Little Secrets: Learn How
the Publishing Industry Really
Works in Order to Become a**

**The Art of Distraction: Using
Red Herrings to Create
Suspense**

Onward

Aine Greaney, Writer and Essayist

Clint Arthur, World's Leading Expert on Creating Celebrity for Authors, Phil Sexton, Publisher, Writer's Digest
ClintArthur.com

Barry Lyga, New York Times Bestselling Author, I Hunt Killers, Boy Toy, Hero-Type, Blood of my Blood

Shari Stauch, Founder, www.WhereWritersWin.com
Nina Amir, Inspiration-to-Creation Coach/

Author/Coach/Editor/Speaker, CopyWright Communications
Carl Pritzkat, Vice President of Business Development, PWxyz (PublishersWeekly and BookLife)

Robin Cutler, Senior Independent Publisher Manager - IngramSpark , Ingram Content Group Inc.

Jane K. Cleland, Author

12:10 pm - 1:00 pm

Closing Keynote: The Writers Journey: A Personal Story of Persistence, Publishing, and a Love of the Craft

Kimberla Lawson Roby, New York Times bestselling Author, The Prodigal Son, A House Divided, The Perfect Marriage