



**WD WRITER'S DIGEST**  
*Annual Conference*

**Friday, August 1st, 2014**

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**

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

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

Kiffer Brown, Founder, Chanticleer Book Reviews & Media

**How to Write a Page Turner**

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

**Ask the Editors: Fiction**

Millicent Bennett, Senior Editor, Simon & Schuster  
Patience Bloom, Senior Editor, Harlequin Books  
Chris Russell, Associate Editor, Viking Penguin, Penguin Group USA

6:00 pm - 6:50 pm

**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

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

Mare Swallow, Founder and Executive Director, Chicago Writers Conference

**The Secrets of Selling First-Person Pieces**

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

**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

7:00 pm - 7:50 pm

**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

**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

**Writing from Personal Experience**

Nancy Davidoff Kelton, Author

**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

**A Smooth, Sweet Finish: Revising for Publication**

Aine Greaney, Writer and Essayist

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

**Working the Muddle Out of Your Middle**

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

**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

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

11:10 am - 12:10 pm

**Panel: Marketing Strategies for Independent Authors**

Jon Fine, Director of Author & Publisher Relationships, Amazon.com  
Kristen McLean, Book Futurist, CEO, Bookigee  
Michael J. Sullivan, Author  
Dan Blank, Founder, WeGrowMedia

**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

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

12:10 pm - 1:30 pm

**Lunch on your own and Exhibits**

1:30 pm - 2:30 pm

**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

**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

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

Development , PubMatch  
Jeremy Greenfield, Editorial  
Director, Digital Book World

2:40 pm - 3:30 pm

**Advanced Metadata: How It Can Improve Your Sales**

Kristen McLean, Book Futurist,  
CEO, Bookigee

**Goodreads: The Platform That Can Make Your Career**

Michael J. Sullivan, Author

**Panel: From Essay to Book Deal**

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

**Take Off Your Pants and Write!**

**The Benefits and Pitfalls of  
Pantsing vs. Plotting a Novel**  
Jeffrey Somers, Author

3:40 pm - 4:30 pm

**Panel: Getting Real about Self-Publishing**

Jeremy Robinson, Author,  
Secondworld, Pulse, Instinct,  
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

**Panel: Independent Bookstores - Your Secret Weapon**

Emily Pullen, Store  
Manager/Bookseller, WORD  
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

**Ask the Editors: Nonfiction**

Cara Bedick, Senior Editor,  
Harlequin Nonfiction  
Meg Leder, Executive Editor,  
Perigee Books, an imprint of  
Penguin Random House  
Michelle Howry, Senior Editor,  
Touchstone books  
Leah Miller, Editor, Crown  
Archetype

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

Reed Farrel Coleman, Author

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 Blog Your Way to a Book Deal: YOU SHOULD REALLY WRITE A 7 Steps to Stronger Middle**

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

**Build Visibility, Boost Authority  
and Become an Author Post by  
Post**  
Nina Amir, Inspiration-to-Creation  
Coach/  
Author/Coach/Editor/Speaker,  
CopyWright Communications

**BOOK: How To Write, Sell, and  
Market Your Memoir**  
Regina Brooks, Lead  
Agent/President, Serendipity  
Literary Agency

**Grade and Young Adult Novels**  
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

**The Art of Distraction: Using  
Red Herrings to Create  
Suspense**  
Jane K. Cleland, Author

**Panel: Hello, Is This Thing On?  
How to Raise Your Voice, Get  
Heard, and Get Noticed**  
Clint Arthur, World's Leading Expert  
on Creating Celebrity for Authors,  
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.

**Dirty Little Secrets: Learn How  
the Publishing Industry Really  
Works in Order to Become a  
More Successful Author**  
Phil Sexton, Publisher, Writer's  
Digest

**Darling, You're Making a Scene:  
How to Build Your Fiction the  
Right Way from Page One  
Onward**  
Aine Greaney, Writer and Essayist

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