



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

**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

Exhibit Break

**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

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