

SF NORTH & EAST BAY REGION FALL CONFERENCE, OCT. 18

From Struggle to Triumph

Master Your Craft

	Niles Hall	Robinson A	Robinson B
8:15 – 8:45	Registration		
8:45 – 9:00	Welcome & Introduction of Faculty, PAL & Volunteers		
9:00 – 9:40	Opening Keynote Gianna Marino The Journey from Struggle to Triumph		
9:45 - 10:45	Natalie Lakosil Revision: Tips & Tricks	Eric Elfman Building a Better Protagonist	Lauren Rille Ask Me Anything!
10:45 – 11:00	Break	Break	Break
11:00 – 12:00	Leila Sales Identifying & Avoiding Overdone Tropes in Fiction	Karen Grecnik The of Heart of Picture Book Writing	Nicole Geiger Why You Might Want to Work With a Niche Publisher and How to Query Them
12:00 – 1:00	Lunch & Book Signing	Lunch & Book Signing	Lunch & Book Signing
1:00 – 1:55	Author Panel: New Markets/New Readers Marissa Moss Mitali Perkins Malinda Lo	Dana Reinhardt Crafting Reality in a Fictional World – World building in contemporary novels	Gianna Marino What I Wish I'd Known - on getting stuck, making mistakes, and changing the patterns that didn't work
2:00 – 2:55	Karen Grecnik 101+ Reasons for Rejection – and how to avoid them	Leila Sales Romance Writing in YA	Natalie Lakosil Hook 'Em in, Making Your Submission Stand Out
2:55 – 3:15	Book Signing Break	Break	Break
3:15 – 4:10	Nicole Geiger Common Core & Non-fiction	Eric Elfman Protagonist Verses Antagonist	Dana Reinhardt Keeping it Real - the emotional voice of the teenager
4:15 - 4:45	Closing Keynote Lauren Rille Leave it All on the Drafting Table! Why we're lucky to create books for kids (even if it does take all our heart and soul—and sweat and sleep and sanity!)		
4:45 – 5:00	Announce Best First Page & Best Portfolio at Conference Closing Thanks		

Program Subject to Change Without Notice