

## Friday, Oct. 17 Intensive Programs & Faculty – Select 1 (Pro Marketing, Picture Book for Authors & Author/Illustrators or Novel)

Time	Location	Workshop
9 – 9:30	Registration & Coffee	
<b>PRO Marketing</b>	<b>Robinson B</b>	
9:30 – 10:45	Corrine Jackson	<b>10 Steps to Self Promotion</b> --- creating a solid marketing plan. In a 2012 survey I did most spent 4 hours or more on social media alone, not counting the upkeep of various accounts and admin work like managing blog tours, web updates, giveaways, trips to the post office, arranging events, etc. I regularly do more than four and it was more like eight to fifteen when I was prepping for my debut books to come out. This is a guide on the best use of that time.
Break 10:45 -11		
11:00 – 12:30	Corrine Jackson	Continued
12:30 – 1:30 Lunch		Pick up the lunch you previously ordered and paid for with your lunch ticket.
1:30 – 3:00	Blue Slip Media Barbara Fisch & Sarah Shealy	<b>Children's Book Marketing and Publicity</b> - What to Expect from Your Publisher and How to Look Beyond the Norm  In this hands-on workshop, two veteran publicists will share insights into how a traditional publisher typically markets a book and offer tips on how to communicate with in-house staff. With shrinking marketing budgets, how can you reach beyond the typical to uncover new markets for your book? Case studies and practical advice will give you the tools you need to launch your book and make an impact.
Break 3:00 – 3:15		
3:15 – 4:30	Blue Slip Media	Continued
4:30 – 5:00 Q & A – All Speakers	Corrine Jackson, Barbara Fisch & Sarah Shealy	

<b>PICTURE BOOK</b>	<b>Niles Hall</b>	
9:30 – 10:45	Lauren Rille	<b>Character, Character, Character!</b> Bring your pens and pencils, sketch books or paper--we're going to explore what makes a successful character, and how to create a fully fleshed out character—from emotion to dialogue and everything in between—of your own.
Break 10:45 -11		
11:00 – 12:30	Lauren Rille	Continued
12:30 – 1:30 Lunch		Pick up the lunch you previously ordered and paid for with your lunch ticket.
1:30 – 3:00	Gianna Marino	<b>Life, Death &amp; Everything In Between</b> Finding fantastic ideas from daily life, big fears and things that go “bump” in the night!  Why make things up when your own life has enough madness to write a thousand stories! This hands-on picture book workshop will help you find a slew of new ideas to develop by looking at the good, the bad and the ugly of daily life. With fast-paced exercises and prompts from mysterious things, we will master the art of brainstorming new directions, talk about the importance of the page-turn, and learn to make a simple dummy (even for writers). For picture book writers/illustrators. An Incredible Fabulous Terrific Delightful Adventure!
Break 3:00 – 3:15		
3:15 – 4:30	Gianna Marino	Continued
4:30 – 5:00 Q & A – Both Speakers		

<b>NOVEL</b>	<b>Ginn Large Parlor</b>	
9:30 – 10:45	Natalie Lakosil	<p><b>3-Hour Intensive Workshop: On Plotting and Pacing</b></p> <p>A walk through various methods using the synopsis and/or outline to help the writer plot for optimal pace and narrative arc development. These methods will include both emotional (character) and plot development tips and tricks.</p> <p><b>Attendees will need to bring:</b> a working synopsis and a completed manuscript OR a working chapter-by-chapter outline for a manuscript in progress</p>
Break 10:45 -11		
11:00 – 12:30	Natalie Lakosil	Continued
12:30 – 1:30 Lunch		Pick up the lunch you previously ordered and paid for with your lunch ticket.
1:30 – 3:00	Eric Elfman	<p><b>Creating Characters That Walk Off the Page!</b></p> <p>We will examine in-depth the creation of character.</p> <p><b>Attendees should bring:</b> pages describing your character, the character's goal and the character's inner journey</p>
Break 3:00 – 3:15		
3:15 – 4:30	Eric Elfman	Continued
4:30 – 5:00 Q & A Both Speakers		