



WRITERS' CONFERENCE PROGRAM SCHEDULE

October 21, 2017

REGISTRATION and Light Breakfast: 9:00 - 9:45 am

WELCOME: 9:45 am

MORNING KEYNOTE: 10:00-10:50

Applying Best Practices in Branding to Your Writing Career - Carol Van Den Hende, WWW member, Marketing Expert. In this insightful session led by a marketing expert, you'll discover what branding means, how it differs from the visual manifestation of a brand, and why this is important for authors. You'll also learn how to use archetypes to guide your branding decisions, devise a brand compass to articulate your brand, and understand the importance of consistency in visual branding.

SESSION A: 11:00 – 11:50

Tips on Preparing and Writing Successful Queries - An Agent's Insights on How to Be Successful - Eric Ruben, President, The Ruben Agency

The Do's and Don'ts of a First Page - Alexa Pastor, Assistant Editor at Simon and Schuster

Madison, the Rose City. . . in Poetry- **Dr. Ann DeVenezia** poet, educator and author. Ann will read from her award-winning book Grave Rubbings: New and Selected Poems, taking participants on a journey along the paths of Madison's landscape and history. She will demonstrate methods, such as using photographs and memories, to inspire poetry. Prompts will be provided.

SESSION B: 12:00-12:50

Plotting Your Fiction/Non-fiction Work - How to Craft Stories That Successfully Build Suspense, Reveal Character, and Engage Readers - Elizabeth Barrett,

freelance editor since 2003 and past editor for major publishing companies in New York from 1981-1998.

How to Pitch Your Picture Book– **Amy Stern**, agent, Sheldon Fogelman Agency

Yes, You Can . . . Write Poetry - Dr. Ann DeVenezia – Given the desire and direction, we can all write poetry, finding and releasing our innermost ideas and emotions. During this session, Ann will read from her collection Riding My Tricycle: Poetry of Dreams and Visions. Participants will explore their own dreams and memories.

LUNCH: 12:50 – 2:10 (on your own -- explore lovely downtown Madison)

SESSION C 2:10 – 3:00

First Pages – Children’s (PB, MG, YA) – Alexa Pastor & Amy Stern

First Pages -- Prose and YA – Eric Ruben & Elizabeth Barrett

Self-Published Authors’ Panel Discussion – Women Who Write members Maria Dewaik, Dr. Sarah Ducksworth, Anne Frommer, Dr. Deborah Gerrish, Marcia Ivans, and Dr. Alice Lazzarini.

How Yoga Can Help You Accomplish Your Creative Goals - Christy Naida Linson, owner of Prana Yoga Center. Christy is an E-RYT 500 Yoga Instructor and a licensed massage therapist as well as a lifetime journaler. In this workshop, you will learn some yoga techniques that will help you rein your creativity energy back in and keep you off of the mental hamster wheel.

AFTERNOON KEYNOTE: 3:10 – 4:00

Speaking of Writing– **Ronnie Hammer**, WWW member; co-owner of Power Presentations for 22 years which taught executives the techniques of writing and delivering effective speeches

CLOSING REMARKS; PRIZES; CAKE; 4:00-4:20



CRITIQUE GUIDELINES

For Conference 2017, on October 21, 2017

Please print out and keep handy to format your manuscript.

Total submission cannot be longer than 15 typewritten pages of a Fiction, Middle Grade or Young Adult novel, or of sample chapters of a non-fiction work. Complete Picture Book manuscript will count as one submission, even though it is less than 15 pages. If you would like to have a summary included, it must be part of the 15 pages. Poetry: one poem per critique.

1. Submissions must be typed double spaced on an 8 ½ x 11 white paper with 1” margins all around, in a Times New Roman, Courier or Garamond Font no smaller than 12 pt.
2. Please put your name, title of the work, genre (Fiction, YA, MG, PB, NF) and complete word count of your finished novel (if you have one) on the first page, your last name, and the title on all subsequent pages on the top left hand corner of each page.
3. Please number all pages on the top right hand corner.

IMPORTANT: Send your submission as **Word 97-2004** document (.doc) to ConferenceCritique@WomenWhoWrite.org no later than September 10th.

In the SUBJECT, please say 2017 PROSE (or POETRY or CHILDREN’S) CRITIQUE SUBMISSION so it won’t get lost in our mailboxes. We will confirm receipt within a couple of days. Why a Word .doc format? Because a lot of editors can’t open the later versions. Regular mail submissions cannot be accepted.

Just some quick tips:

- Editors and agents notice things like misspelled words, or words that the computer has spell-checked incorrectly (use of *their* instead of *there*, or *to* instead of *two* or *too*.) So before you hit that send button, please be sure to read over your work carefully and send in your very best.
- Please follow the formatting rules to show you are a professional (does not apply to poetry).
- Do not expect your editor or agent or author to accept your work for publication. A critique is exactly what the word means.
- Your editor or agent will tell you what they liked about it, but also what confused them or slowed them down or what they feel needs to be worked on. If you go in with that in mind, you will come out with some great professional advice on how to make your work better.