



Women Who Write, Inc.

Writers' Conference Program Schedule

October 15, 2016

8:15-8:45 am: Registration and Light Breakfast

8:45 am: Welcome

9:00-9:50 am: Morning Keynote: "Where's the Music?"

Mimi Cross, author and singer-songwriter, talks about finding the musical moments in her writing and how you can find them in yours.

10:00 – 10:50 am: Session A

From Submission to Starred Review: The Life Cycle of a Manuscript

Hanna Otero Bird, Editorial Director, Sterling Children's Books, will discuss focusing on middle grade, how manuscripts are assessed, the many steps along the way to becoming a book and the advance marketing to make a book a hit.

Panel Discussion, Followed by Q&A: Some Women Who Write Traditionally Published Authors Share How they got Published

Karen DelleCava, YA novel, short stories; **Marion Goldstein**, memoir; **Ginger Pate**, picture books, fiction; **Amy Reade** adult novels & **Laurie Wallmark**, picture book, non-fiction.

Bashō, Haiku, & You: Focusing on the Senses

Sander Zulauf, Dodge Poet, teacher, and editor: What unique qualities make haiku such an intriguing form of poetry? It is Zen minimalism; it is poetry for the age of "Twitter"; Sander's workshop will explore early masters of the form, the characteristics of the content, and will include the writing of original haiku.

11:00 – 11:50 am: Session B

Turning Readers into Co-Creators

Marie Lamba, agent with Jennifer DeChiara Literary Agency, reveals techniques that will suck readers in so deeply that they actually become part of the story, by becoming co-creators with the author.

Kenneth Burke, James Wright and Michael S. Harper: Poetry of Duality and Musicality

Sander Zulauf - This talk explores the music and the “doubleness” in the two “Poems of Abandonment” by Kenneth Burke, “Two Poems About President Harding” by James Wright, and the stirring jazz rhythms and heartache in African-American poet Michael S. Harper’s “Last Affair: Bessie’s Blues Song.” Special attention will be paid to the sound devices and structural strategies used by each poet in the composition of these three uniquely American tragedies.

Undercover: Is There a Song in Your Book? Creating a Companion Piece for Your Picture Book, Short Story, or Novel

Mimi Cross - In this session Mimi will take the ideas introduced in today's keynote and apply them to your book specifically. Together you'll discover what kind of song you might want to write to go along with your book, the reasons you might want to write a song at all, and how to get started. No songwriting experience necessary.

Demystifying Publishing Deals

Marisa Corvisiero, Esq., Corvisiero Literary Agency, will share her insights on the ins and outs of deals: how to get a deal, what you should look for in your deal, why various types of "rights" are important to you and important things you should know about advances, marketing, sales statements and other important areas of a successful deal.

11:50 am – 1:10 pm: Lunch (on your own)

1:10 – 2:00 pm: Session C

First Pages: Children’s, Picture Books, Middle Grade, and Young Adult

Marie Lamba & Hanna Otero Bird

First Pages: Prose

Marisa Corvisiero & Elizabeth May

Short Stories: How to Write a Good Short Story and the Building Blocks of Fiction

Donna Baier Stein, publisher, award winning author and teacher

The Nuts and Bolts of a Website

Andy Skurna, small business computing/cyber consultant helps us choose the right tools to build our online brands. Domain names and registrars, hypertext markup language, Flash, hosts for email, media, e-commerce and websites, there are many, many tools and vendor available, and one can quickly get lost in the process. We'll learn the essential skills for how to quickly and affordably get up your website up and running.

2:10 – 3:00 pm: Afternoon Keynote: Social Media

Andy Skurna explains using social media to build your brand and your fan base. Writing is a deeply personal and introspective art. Marketing is an extrovert skill. Social media can help you move from one state to the other, but which outlets help reach your goals, and which just seem to make noise?

3:00 – 3:20 pm: Closing Remarks, Prizes, and Refreshments



Women Who Write, Inc.

Conference 2016 Critique Guidelines

Thank you for registering for a critique during our conference.

Below are the critique guidelines. 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. Lyrics/Song: – one song. Website critique: send the link to your website. A website critique may include review of the following: domain name, meta data, compliance with navigation standards, overall design, broken links, quality of photos, ease of navigation, links to outside resources, usefulness and freshness of content.

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, and last name and 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 a **Word 97-2004** document (.doc) to ConferenceCritique@WomenWhoWrite.org no later than September 5th. In the SUBJECT LINE, please say 2016 PROSE (or POETRY or CHILDREN’S) CRITIQUE SUBMISSION so it won’t get lost in our mailbox. We will send a confirmation of receipt within a couple of days. The .doc format is the most universally used format; all editors can open these files. 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.