



**Friday, August 1st, 2014**

8:30 am - 3:30 pm

**Writer's Digest Pro**

Kristen McLean, Book Futurist, CEO, Bookigee  
 Phil Sexton, Publisher, Writer's Digest  
 Jon Fine, Director of Author & Publisher Relationships, Amazon.com  
 Porter Anderson, Journalist/Speaker/Consultant in Publishing  
 Michael J. Sullivan, Author  
 Larry Kirshbaum, Senior Literary Agent, Waxman Leavell Literary Agency  
 Matthew Baldacci, Vice President of Marketing, Scholastic Trade Publishing  
 Kristin Fassler, Director of Marketing, Penguin Random House  
 Tim Grahl, Founder, Out:think

8:30 am - 11:30 am

**Agent Boot Camp: Crafting the Perfect Query Letter (Additional Fee Required)**

Kate McKean, Literary Agent,  
 Howard Morhaim Literary Agency

**Agent Boot Camp: How to Hook an Agent on your Middle Grade or Young Adult Novel: From Concept to Query and Beyond (Additional Fee Required)**

Molly Jaffa, Literary Agent, Folio Literary Management

**Agent Boot Camp: Opening Pages: What Agents Are Looking for When They Read Your Work (Additional Fee Required)**

Marisa Corvisiero, Founder, Corvisiero Literary Agency

11:30 am - 2:30 pm

**Agent Boot Camp: Think Strategically! How to Determine the Publishing Plan that's Right for You and Your Work (Additional Fee Required)**

April Eberhardt, Literary Agent,  
 April Eberhardt Literary

**Agent Boot Camp: Writing the High-Concept Novel: How to Create a Premise That Sells (Additional Fee Required)**

Paula Munier, Senior Literary Agent and Content Strategist, Talcott Notch Literary Services

**Agent Boot Camp: How to Build Authentic & Compelling Characters (Additional Fee Required)**

Gina Panettieri, Literary Agent, Talcott Notch Literary

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**

**The Google+ Advantage: How and Why Authors Should Incorporate Google+ into Their**

**Ask the Editors: Fiction**  
 Millicent Bennett, Senior Editor, Simon & Schuster

**How to Write a Page Turner**  
 Paula Munier, Senior Literary Agent and Content Strategist, Talcott

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

**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

**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

**Platforms**

Kiffer Brown, Founder, Chanticleer Book Reviews & Media

**Networking for Writers: The Most Important Skill You Never Knew You Needed**

Mare Swallow, Founder and Executive Director, Chicago Writers Conference

Patience Bloom, Senior Editor, Harlequin Books  
Chris Russell, Associate Editor, Viking Penguin, Penguin Group USA

**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

Notch Literary Services

**The Secrets of Selling First-Person Pieces**

Susan Shapiro, Journalist/Author/Professor, The New School, New York University  
Daniel Jones, Editor, Modern Love

6:00 pm - 6:50 pm

7:00 pm - 7:50 pm

**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

**A Smooth, Sweet Finish: Revising for Publication**

Aine Greaney, Writer and Essayist

**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

**Writing from Personal Experience**

Nancy Davidoff Kelton, Author

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

**10:00 am - 11:00 am - Pitch Slam Session 1**

**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

**Working the Muddle Out of Your Middle**

Cheryl St. John, Author/Instructor, WRITING WITH EMOTION, TENSION & CONFLICT

11:10 am - 12:10 pm

**Panel: Marketing Strategies for Independent Authors**

Jon Fine, Director of Author & Publisher Relationships, Amazon.com

**11:10 am - 12:10 pm - Pitch Slam Session 2**

**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

Kristen McLean, Book Futurist,  
CEO, Bookigee  
Michael J. Sullivan, Author  
Dan Blank, Founder,  
WeGrowMedia

**Lunch on your own and Exhibits**

**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 Development, PubMatch  
Jeremy Greenfield, Editorial Director, Digital Book World

**Advanced Metadata: How It Can Improve Your Sales**

Kristen McLean, Book Futurist, CEO, Bookigee

**1:30 pm - 2:30 pm - Pitch Slam Session 3**

**Goodreads: The Platform That Can Make Your Career**

Michael J. Sullivan, Author

**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

**Panel: From Essay to Book Deal Take Off Your Pants and Write! The Benefits and Pitfalls of Pantsing vs. Plotting a Novel**

Susan Shapiro, Journalist/Author/Professor, The New School, New York University  
Maria Andreu, Writer/Speaker  
Daniel Jones, Editor, Modern Love  
Kenan Trebinkev, Author, The Bosnia List  
Kathleen Nishimoto, Literary Agent, William Morris Endeavor  
Kimberly Perel, Literary Agent, Wendy Sherman Associates

**Panel: Getting Real about Self-Publishing**

Jeremy Robinson, Author, Secondworld, Pulse, Instinct,

**Panel: Independent Bookstores - Your Secret Weapon**

Emily Pullen, Store Manager/Bookseller, WORD

**Ask the Editors: Nonfiction**

Cara Bedick, Senior Editor, Harlequin Nonfiction  
Meg Leder, Executive Editor,

**Setting and Description: Where Are We and How Much is Too Much?**

Reed Farrel Coleman, Author

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	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	Perigee Books, an imprint of Penguin Random House Michelle Howry, Senior Editor, Touchstone books Leah Miller, Editor, Crown Archetype
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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 Business of Writing)**

Dan Hampton, New York Times  
Bestselling Author, Viper Pilot,  
Lords of the Sky, and The  
Mercenary

**Blog Your Way to a Book Deal: Build Visibility, Boost Authority and Become an Author Post by Post**

Nina Amir, Inspiration-to-Creation  
Coach/  
Author/Coach/Editor/Speaker,  
CopyWright Communications

**YOU SHOULD REALLY WRITE A 7 Steps to Stronger Middle Grade and Young Adult Novels**

Regina Brooks, Lead  
Agent/President, Serendipity  
Literary Agency

Gabriela Pereira, Creative Director  
and Instigator, DIY MFA

10:00 am - 10:50 am

**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

10:50 am - 11:10 am

**Exhibit Break**

11:10 am - 12:00 pm

**Darling, You're Making a Scene: How to Build Your Fiction the Right Way from Page One**

**Panel: Hello, Is This Thing On? How to Raise Your Voice, Get Heard, and Get Noticed**

**Dirty Little Secrets: Learn How the Publishing Industry Really Works in Order to Become a**

**The Art of Distraction: Using Red Herrings to Create Suspense**

**Onward**

Aine Greaney, Writer and Essayist

Clint Arthur, World's Leading Expert on Creating Celebrity for Authors, Phil Sexton, Publisher, Writer's Digest  
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.

Jane K. Cleland, Author

12:10 pm - 1:00 pm

**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