



WRITER'S DIGEST CONFERENCE EAST



SCREENWRITERSWORLD CONFERENCE EAST

PROGRAM

APRIL 5-7, 2013

SHERATON NEW YORK HOTEL

NEW YORK CITY

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CONTENTS

Writer's Digest Self-Publishing Conference	01
Writer's Digest Conference East Agenda	02
Writer's Digest Conference East Session Descriptions	05
Writer's Digest Conference East Agents & Editors	08
Screenwriters World Conference East Agenda	12
Screenwriters World Conference East Session Descriptions	14
Screenwriters World Conference East Agents & Studio Executives	17
Exhibitor Floor Plan	20
Resources	21
Map & Exhibitor Floor Plan	28
Restaurant Recommendations	29

WD SELF-PUBLISHING CONFERENCE

FRIDAY, APRIL 5, 2013

7:30 AM

REGISTRATION AND EXHIBITS OPEN

8:30 AM – 8:40 AM

FREEMIUMS, CROWDFUNDING, AND HYBRIDS: THE NEW ERA OF SELF-PUBLISHING

Phil Sexton, Publisher, Writer's Digest

In this brief introduction to the first annual Writer's Digest Self-Publishing Conference, *Writer's Digest* Publisher Phil Sexton provides an eye-opening look at the current state of indie publishing, self-published authors, and social media marketing.

8:40 AM – 9:30 AM

DATA 101 FOR AUTHORS: HOW UNDERSTANDING THE NUMBERS CAN HELP YOU BUILD YOUR BUSINESS

Kristen McLean, Book Futurist/CEO, Bookigee

This session explains some of the basic categories of data in the publishing and marketing landscape, including the critical importance of attaching good metadata to your work, and identifies the core practices that every author should be embracing to build their business.

9:30 AM – 10:20 AM

SUCCESS REQUIRES MORE THAN GOOD WRITING: THE IMPORTANCE OF DESIGN

Frank Rivera, Art Director, Adams Media

A number of factors influence the success of your book, including metadata, jacket copy, discoverability and—the most overlooked element—design. In this session, you'll learn exactly what elements are necessary for a successful cover.

10:20 AM – 11:10 AM

THE AGENT/SELF-PUBLISHED AUTHOR RELATIONSHIP

Kristin Nelson, President/Senior Literary Agent, Nelson Literary

In this session, agent Kristin Nelson details exactly what agents bring to the table when it comes to self-published authors. Kristin represents Hugh Howey, the *New York Times* bestselling author of the legendary self-published ebook *Wool*, recently released in a new print edition by Simon & Schuster.

11:10 AM– NOON

LEGAL ISSUES FOR SELF-PUBLISHED AUTHORS

Dana Newman, Literary Agent/Lawyer, Dana Newman Literary

This is a critical session for authors who have been self-published or are thinking about it. It's a very different world from traditional publishing—one in which most authors try to go it alone, without the assistance of an agent. Attend this session and you'll be walked through the basics and the fine points

of copyright registration, permissions, literary agency contracts, licensing agreements with major companies such as CreateSpace and Smashwords, and much more. If self-publishing is your publishing option of choice, make sure you're fully informed about how to protect yourself and your work

NOON – 1:00 PM

EXHIBITORS AND LUNCH BREAK ON YOUR OWN

(For restaurant recommendations, see page 25.)

1:00 PM – 1:50 PM

PANEL: MY STORY—HOW SELF-PUBLISHED AUTHORS FOUND SUCCESS

Chuck Wendig, Screenwriter/Novelist/Game Designer

Eric DeLaBarre, Filmmaker/Speaker

Rebecca Elswick, Author

Linda Pressman, Author

Moderated by Phil Sexton, Publisher, Writer's Digest

In this session, we'll talk to successful self-published authors about what they did to ensure that their books lived up to their expectations, and the strategies and tactics they used to ensure that it sold.

1:50 PM – 2:40 PM

PANEL: CONGRATULATIONS! YOU PUBLISHED IT—NOW HOW DO YOU SELL IT?

Dan Blank, Founder, We Grow Media

Kristen McLean, Book Futurist/CEO, Bookigee

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

Caitlin O'Hanlon, Engagement Manager, Wattpad

Moderated by Phil Sexton, Publisher, Writer's Digest

You worked hard to find the best self-publishing platform for your needs and made sure that your final manuscript, cover, and copy were just right. Now what can you do to help ensure that people find your book? What is discoverability and how to you maximize it? And what makes the difference between readers saying "Not interested" and "I've got to have that?"

2:40 PM – 3:30 PM

PANEL: THE FUTURE OF SELF-PUBLISHING

Keith Ogorek, Senior Vice President, Marketing, Author Solutions, Inc.

Amanda Barbara, Development Director, Pubslush

Brian Felsen, President, Bookbaby

Maris Kreizman, Editorial Director, nook

Moderated by Phil Sexton, Publisher, Writer's Digest

In this forward-thinking panel, industry insiders will discuss where self-publishing is headed and how it will affect you. You'll learn about new models and methods for self-publishing, how the industry is changing, the recent adoption of self-publishing divisions by traditional publishers, and how the balance of power will continue to swing toward self-published authors.

This event takes place before the beginning of Writer's Digest Conference East. An additional fee is required to attend. To register, please visit the Registration Desk located on the second floor in the Metro lobby.

01.
WD SELF-PUB
CONFERENCE

02.
WDCE
AGENDA

05.
WDCE
SESSIONS

08.
WDCE
AGENTS/
EDITORS

12.
SWCE
AGENDA

14.
SWCE
SESSIONS

17.
SWCE
AGENTS

20.
EXHIBITOR
FLOOR
PLAN

21.
RESOURCES

28.
MAPS

29.
RESTAURANTS

WD Conference East

FRIDAY, APRIL 5, 2013		ROOM ASSIGNMENT
7:30am	REGISTRATION AND SELF-PUBLISHING EXHIBITS OPEN	METRO FOYER & METRO WEST
8:30am – 3:30pm	WRITER'S DIGEST SELF-PUBLISHING CONFERENCE (Additional Fee Required)	METRO WEST
9:00am – Noon	BOOT CAMP: WRITING A NOVEL THEY CAN'T PUT DOWN (Additional Fee Required) James Scott Bell, Author	LIBERTY 3
12:30pm – 3:30pm	BOOT CAMP: WRITING 21ST CENTURY FICTION (Additional Fee Required) Donald Maass, Literary Agent/Author/Instructor, Donald Maass Literary Agency	LIBERTY 3
	BOOT CAMP: PUBLIC SPEAKING FOR WRITERS: HOW TO TURN YOUR READINGS INTO BOOK SALES (Additional Fee Required) Porter Anderson, Journalist/Critic/Writer/Speaker	LIBERTY 1 & 2
3:00pm	EXHIBITS OPEN	NEW YORK BALLROOM FOYER
4:00pm – 4:50pm	OPENING KEYNOTE STORYTELLERS SAVE THE WORLD James Scott Bell, Author	METRO WEST
5:00pm – 5:50pm	PANEL HOW TO WRITE FOR BIG-NAME PUBLICATIONS A.J. Jacobs, Bestselling Author/Journalist Susan Shapiro, Journalist/Author/Professor, The New School, New York University Paula Derrow, Writer/Editor Jessica Strawser, Chief Editor, <i>Writer's Digest</i> magazine	METRO WEST
6:00pm – 6:50pm	PITCH PERFECT Chuck Sambuchino, Editor/Writer, <i>Writer's Digest</i> Books	METRO WEST
7:15pm – 8:00pm	ADAPTING YOUR BOOK INTO A SCREENPLAY Jeanne Bowerman, Film Producer/Screenwriter/Online Community Manager, Impasse Productions, LLC	METRO WEST



AGENDA

SATURDAY, APRIL 6, 2013		ROOM ASSIGNMENT
8:00am	REGISTRATION, COFFEE AND EXHIBITS OPEN	METRO FOYER & NEW YORK FOYER
	HOW TO BUILD AN AUDIENCE FOR YOUR BOOKS Dan Blank, Founder, We Grow Media	CENTRAL PARK EAST
9:00am – 9:50am	PANEL ASK THE AGENT Joanna Volpe, Literary Agent, New Leaf Literary Gina Panettieri, Literary Agent, Talcott Notch Literary Jessica Regel, Literary Agent, Jean V. Naggar Literary Jennifer De Chiara, Literary Agent, Jennifer De Chiara Literary Agency Chuck Sambuchino, Editor/Writer, Writer's Digest Books	METRO WEST
	CREATING THE GREATEST CHARACTERS OF YOUR CAREER Donald Maass, Literary Agent/Author/Instructor, Donald Maass Literary Agency	CENTRAL PARK WEST
	THE NEW ERA OF PUBLISHING April Eberhardt, Literary Agent, April Eberhardt Literary	METRO WEST
10:00am – 10:50am	TWENTY-ONE REVISION TECHNIQUES Cheryl Klein, Executive Editor, Arthur A. Levine Books, Scholastic, Inc.	CENTRAL PARK EAST
	FUNNY YOU SHOULD ASK—LIVE! Barbara Poelle, Literary Agent, Irene Goodman Agency Jessica Strawser, Chief Editor, <i>Writer's Digest</i> magazine	CENTRAL PARK WEST
11:00am – 12:30pm	EXTENDED SESSION: CREATING A CAREER OUT OF EBOOKS James Scott Bell, Author	METRO WEST
11:00am – 12:30pm	PITCH SLAM SESSION #1 See pages 8-11 for a full list of participating agents and editors. Check your registration badge for your assigned Pitch Slam session.	NEW YORK BALLROOM
12:30pm – 1:30pm	BOXED LUNCH PROVIDED	CENTRAL PARK EAST
12:45pm – 1:15pm	CROSS TRAINING FOR WRITERS Brian Felsen, President, Bookbaby	CENTRAL PARK WEST
1:30pm – 3:00pm	EXTENDED SESSION: THE FIRST DRAFT IS THE EASY PART— REVISION DEMYSTIFIED Stuart Horwitz, Author/Instructor/Founder, Book Architecture	METRO WEST
1:30pm – 3:00pm	PITCH SLAM SESSION #2 See pages 8-11 for a full list of participating agents and editors. Check your registration badge for your assigned Pitch Slam session.	NEW YORK BALLROOM
	25 WAYS TO DESTROY WRITER'S BLOCK Chuck Wendig, Screenwriter/Novelist/Game Designer	METRO WEST
3:10pm – 4:00pm	PANEL HOW TO BECOME A REGULAR CONTRIBUTOR TO ANY PUBLICATION Jessica Strawser, Chief Editor, <i>Writer's Digest</i> magazine Zachary Petit, Editor/Journalist/Author, <i>Writer's Digest</i> magazine Susan Shapiro, Journalist/Author/Professor, The New School, New York University Debbie Harmsen, Editorial Director, BenBella, BenBella Books	CENTRAL PARK WEST
	QUIT YOUR DAY JOB—SERIOUSLY! Elizabeth Sims, Author/Contributing Editor	CENTRAL PARK EAST
4:10pm – 5:00pm	CENTRAL KEYNOTE YOUR WRITING LIFE Adriana Trigiani, Author	METRO WEST
5:00pm – 7:00pm	COCKTAIL RECEPTION AND EXHIBITS	NEW YORK FOYER & NEW YORK BALLROOM

WD Conference East

SUNDAY, APRIL 7, 2013		ROOM ASSIGNMENT
8:00am	EXHIBITS OPEN	NEW YORK FOYER
	SELF-PUBLISHING SECRETS: WHAT TO DO WHEN THEY SAY NO Eric DelaBarre, Filmmaker/Speaker	CENTRAL PARK WEST
	CREATE YOUR WRITER PLATFORM Chuck Sambuchino, Editor/Writer, Writer's Digest Books	EMPIRE BALLROOM EAST
9:00am – 9:50am	PANEL THE FUTURE OF THE WRITER Chuck Wendig, Screenwriter/Novelist/Game Designer Amanda Barbara, Development Director, Pubslush Jon Fine, Director of Author & Publisher Relationships, Amazon.com Kristen McLean, Book Futurist, CEO, Bookigee Kristin Nelson, President/Senior Literary Agent, Nelson Literary Agency Moderated by Phil Sexton, Publisher, <i>Writer's Digest</i>	METRO WEST
	AMAZON FOR AUTHORS Jon Fine, Director of Author & Publisher Relationships, Amazon.com	EMPIRE BALLROOM EAST
10:00am – 10:50am	YOU SHOULD REALLY WRITE A MEMOIR Regina Brooks, Literary Agent/Author, Serendipity Literary Agency LLC	CENTRAL PARK WEST
	MARKETING SHORT FICTION: THE SCIENCE OF PUBLISHING Jacob Appel, Author	METRO WEST
	NEW LEGAL ISSUES FOR WRITERS IN THE DIGITAL ERA Dana Newman, Literary Agent/Lawyer, Dana Newman Literary	CENTRAL PARK WEST
11:00am – 11:50am	THE FIRST 10 PAGES Paula Munier, Senior Literary Agent and Content Strategist, Talcott Notch Literary Services	METRO WEST
	PANEL SELF-PUBLISHING IN THE REAL WORLD Eric DelaBarre, Filmmaker/Speaker Rebecca Elswick, Author Linda Pressman, Author Moderated by James Duncan, Content Editor, F+W Media, Inc.	EMPIRE BALLROOM EAST
12:00pm – 12:50pm	CLOSING KEYNOTE YOU ALREADY HAVE WHAT YOU NEED Tayari Jones, Author/Instructor	METRO WEST

FRIDAY, APRIL 5, 2013

9:00 AM – NOON

BOOT CAMP: WRITING A NOVEL THEY CAN'T PUT DOWN

(Additional Fee Required)

James Scott Bell, Author

In this special 3-hour workshop taught by opening keynote speaker James Scott Bell, whom *Library Journal* calls “a master of suspense,” you’ll get first-hand instruction on writing work so engrossing that readers can’t stop turning the pages. You’ll also learn how to stand out in today’s competitive marketplace.

12:30 PM – 3:30 PM

BOOT CAMP: WRITING 21ST CENTURY FICTION

(Additional Fee Required)

Donald Maass, Literary Agent/Author/Instructor, Donald Maass Literary Agency

Work with author, instructor, and well known literary agent Donald Maass to learn the secrets to writing a novel for today’s readers and market. You’ll learn to create fiction that transcends genre, conjure characters who look and feel more “real” than real people, and show readers the world around them in new ways.

BOOT CAMP: PUBLIC SPEAKING FOR WRITERS: HOW TO TURN YOUR READINGS INTO BOOK SALES

(Additional Fee Required)

Porter Anderson, Journalist/Critic/Writer/Speaker

How do you learn to deliver your work with impact? Bring two pages of your own work to read to the group; you’ll get feedback from your peers and work with on-the-spot input from Porter Anderson. You can be in control of every appearance, if you know how. And you can boost sales each time you read to an audience.

4:00 PM – 4:50 PM

OPENING KEYNOTE STORYTELLERS SAVE THE WORLD

James Scott Bell, Author

In a confused and threatening world, it’s the storytellers — the myth makers, the troubadours, the novelists, poets, and playwrights — who have provided the community with tales that inspire, instruct and entertain. Join bestselling author and writing instructor James Scott Bell for this energizing, exciting session designed to kick off the conference and get you fired up about being a writer.

5:00 PM – 5:50 PM

PANEL HOW TO WRITE FOR BIG-NAME PUBLICATIONS

A.J. Jacobs, Bestselling Author/Journalist

Susan Shapiro, Journalist/Author/Professor, The New School, New York University

Paula Derrow, Writer/Editor

Jessica Strawser, Chief Editor, Writer’s Digest magazine

On this panel, industry veterans who have edited or written for some of the most well-known and well-respected publications in the country will reveal smart pitching strategies and insider advice for landing your work in publications such as *Esquire*, *The New York Times*, *SELF*, *Harper’s Bazaar*, *The New Yorker*, *Marie Claire*, *Glamour* and more.

6:00 PM – 6:50 PM

PITCH PERFECT

Chuck Sambuchino, Editor/Writer, Writer’s Digest Books

If you intend to participate in Saturday’s massive Pitch Slam, then this session is crucial to your success. Chuck will provide guidelines for honing your pitch to a razor’s edge, help you get comfortable with presenting, and give you the confidence you need to make a great impression every time you pitch.

7:15 PM – 8:00 PM

ADAPTING YOUR BOOK INTO A SCREENPLAY

Jeanne Bowerman, Film Producer/Screenwriter/Online Community Manager, Impasse Productions, LLC

In this lecture, you’ll learn to find the visual story in your written words, as well as how to cut hundreds of pages into a two-hour script. Don’t worry if you’ve never written a screenplay before — Jeanne will provide the guidance and recommendations you need to succeed. Learn how to turn a fiction or non-fiction book into the visual language of film.

SATURDAY, APRIL 6, 2013

9:00 AM – 9:50 AM

HOW TO BUILD AN AUDIENCE FOR YOUR BOOKS

Dan Blank, Founder, We Grow Media

Whether you are already published or years away from sharing your work, the time to begin developing and growing your audience is always NOW. This session will review how you can make use of online resources, social media, events and other avenues, while protecting your time to write.

PANEL ASK THE AGENT

Joanna Volpe, Literary Agent, New Leaf Literary

Gina Panettieri, Literary Agent, Talcott Notch Literary

Jessica Regel, Literary Agent, Jean V. Naggar Literary

Jennifer De Chiara, Literary Agent, Jennifer De Chiara Literary Agency

Moderated by Chuck Sambuchino, Editor/Writer, Writer’s Digest Books

Find out what agents look for in sample chapters, what makes them stop reading, what they can do for self-published authors, what they want to hear during a live pitch, and much more. Now’s your chance to ask the agents about any topic, from platform and marketing to self-publishing and series writing.

WD Conference East

SATURDAY, APRIL 6, 2013 cont.

CREATING THE GREATEST CHARACTERS OF YOUR CAREER

Donald Maass, *Literary Agent/Author/Instructor, Donald Maass Literary Agency*

Well-known for his bestselling books of writing instruction, including *Writing the Breakout Novel* and *Writing 21st Century Fiction*, as well as his engaging, informative teaching style, Donald will show you exactly what it takes to create characters that entrance not only readers, but literary agents and editors as well.

10:00 AM – 10:50 AM

THE NEW ERA OF PUBLISHING

April Eberhardt, *Literary Agent, April Eberhardt Literary*

Literary Change Agent and author advocate April Eberhardt encourages and even assists some authors to self-publish their work. Come learn about how the industry is changing; how to devise a strategy that suits your goals, dreams and timetable; and the promotional and marketing activities you must be prepared to do whichever publishing path you pursue.

TWENTY-ONE REVISION TECHNIQUES

Cheryl Klein, *Executive Editor, Arthur A. Levine Books, Scholastic, Inc.*

Editor Cheryl Klein offers up twenty-one tips and strategies for approaching a revision, from organizing your work with a reverse outline, to checking your “fermatas” for maximum emotional impact. You’ll come away with practical tools in hand, newly energized to make your novel the best it can be.

FUNNY YOU SHOULD ASK—LIVE!

Barbara Poelle, *Literary Agent, Irene Goodman Agency*

Jessica Strawser, *Chief Editor, Writer's Digest magazine*

Join agent Barbara Poelle and WD’s own Jessica Strawser for this informal and fun session to get straight answers to everything you really want to know (but have been afraid to ask) about writing and getting published. No subject is off limits! Come prepared with questions of your own; laughing and learning guaranteed.

11:00 AM – 12:30 PM

EXTENDED SESSION: CREATING A CAREER OUT OF EBOOKS

James Scott Bell, *Author*

Many writers, both new and experienced, are making significant income from going direct to the e-book marketplace. In this workshop, James Scott Bell—bestselling author, writing instructor and e-book publisher—will show you how to build your own niche in digital books. You’ll get a comprehensive view of the constantly changing landscape, not merely a nuts and bolts checklist.

11:00 AM – 12:30 PM

PITCH SLAM SESSION #1

See pages 8-11 for a full list of participating agents and editors.

Pitch your work and get immediate feedback from editors and agents seeking new authors! For full details, visit www.writersdigestconference.com and click “Pitch Slam.”

12:45 PM – 1:15 PM

CROSS TRAINING FOR WRITERS

Brian Felsen, *President, Bookbaby*

Good writing requires expertise in dozens of techniques and styles and demands a devotion to the craft not unlike that of a professional athlete. Bookbaby president Brian Felsen will discuss how cross training like an athlete—alternating new and different writing techniques with those of your established practice—can maximize your strengths and improve your weaknesses as a writer.

1:30 PM – 3:00 PM

EXTENDED SESSION: THE FIRST DRAFT IS THE EASY PART—REVISION DEMYSTIFIED

Stuart Horwitz, *Author/Instructor/Founder of Book Architecture*

Learn the Book Architecture Method, a 22-step process that has helped bestselling writers transform their messy manuscripts into polished books, sign with top literary agencies and seal deals with coveted publishing houses. Accomplished and aspiring writers alike will discover new ways to approach the creation of a compelling narrative at the frequently overlooked macro level.

PITCH SLAM SESSION #2

See pages 8-11 for a full list of participating agents and editors.

Pitch your work and get immediate feedback from agents and editors seeking new authors! For full details, visit www.writersdigestconference.com and click “Pitch Slam.”

3:10 PM – 4:00 PM

25 WAYS TO DESTROY WRITER'S BLOCK

Chuck Wendig, *Screenwriter/Novelist/Game Designer*

If you find yourself procrastinating, lacking inspiration, or simply at a loss for what to do next, this no-holds-barred session will show you how to avoid, overcome, and banish writer’s block every time. Prolific author Chuck Wendig shares 25 proven methods that are sure to suit every brand of writer, no matter what may be keeping you from actually... you know... writing.

PANEL HOW TO BECOME A REGULAR CONTRIBUTOR TO ANY PUBLICATION

Jessica Strawser, *Chief Editor, Writer's Digest magazine*

Zachary Petit, *Editor/Journalist/Author, Writer's Digest magazine*

Susan Shapiro, *Journalist/Author/Professor, The New School, New York University*

Debbie Harmsen, *Editorial Director, BenBella, BenBella Books*

This panel of magazine editors and professional freelancers will give you simple insider tips from both sides of the desk to help you turn any first assignment into the start of a lasting relationship with a publication—and a lucrative income stream for your career.

SESSIONS

QUIT YOUR DAY JOB — SERIOUSLY!

Elizabeth Sims, Author/Contributing Editor

Learn how to turn all of your energies into producing the work — and the revenue — that will enable you to do exactly what you want, on your own terms! Elizabeth will also reveal how to defeat the single worst barrier between success and failure for the full-time writer, one that's easy to ignore until it's too late.

4:10 PM – 5:00 PM

CENTRAL KEYNOTE YOUR WRITING LIFE

Adriana Trigiani, Author

New York Times bestselling author Adriana Trigiani will discuss the writing life in general and the triumph of your — yes *your* — creative spirit specifically. You'll come away spiritually nurtured, energized, and ready to fulfill your destiny as a writer.

SUNDAY, APRIL 7, 2013

9:00 AM – 9:50 AM

SELF-PUBLISHING SECRETS: WHAT TO DO WHEN THEY SAY NO

Eric DelaBarre, Filmmaker/Speaker

Major publishers are adjusting to the times — authors need to change their approach or get left off the shelf. If you want to see your book represented by a major distributor, sell through your print-runs, and know how to effectively market your socks off, don't miss this session with someone who's actually done it.

CREATE YOUR WRITER PLATFORM

Chuck Sambuchino, Editor/Writer, Writer's Digest Books

Visibility and the ability to self-market are mandatory these days for all writers. Learn the basics of what a platform is and why it is necessary, why having a specific focus helps, how to analyze and evolve your self-marketing efforts as you go, and more.

PANEL THE FUTURE OF THE WRITER

Chuck Wendig, Screenwriter/Novelist/Game Designer

Amanda Barbara, Development Director, Pubslush

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

Kristen McLean, Book Futurist, CEO, Bookigee

Kristin Nelson, President/Senior Literary Agent, Nelson Literary Agency

Moderated by Phil Sexton, Publisher, Writer's Digest

This eye-opening discussion promises to reveal the new challenges and new opportunities for writers in the year to come. You'll learn now only what to expect, but also what you need to do to be prepared and succeed.

10:00 AM – 10:50 AM

AMAZON FOR AUTHORS

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

If you want to sell your book, one of the best, easiest tools at your

disposal is Amazon.com. Learn the secrets to more effectively marketing and promoting your books using the site, whether you're traditionally published or self-published.

YOU SHOULD REALLY WRITE A MEMOIR

Regina Brooks, Literary Agent, Author

Find out how to successfully conceptualize and pitch your memoir to agents and editors, work with a collaborator, and develop a strong hook.

MARKETING SHORT FICTION: THE SCIENCE OF PUBLISHING

Jacob Appel, Author

Learn a successful short story writer's "tricks of the trade" for market selection and submission, contests, cover letters, "best of" anthologies, red flags, how to build a portfolio that will appeal to agents, and how to market a collection.

11:00 AM – 11:50 AM

NEW LEGAL ISSUES FOR WRITERS IN THE DIGITAL ERA

Dana Newman, Literary Agent/Lawyer, Dana Newman Literary

What do you need to know about e-book royalties? How have out-of-print clauses changed? Why are digital rights now defined differently than they were a year ago? What are non-compete clauses and why should you care? Find out at this essential session!

PANEL SELF-PUBLISHING IN THE REAL WORLD

Eric DelaBarre, Filmmaker/Speaker

Rebecca Elswick, Author

Linda Pressman, Author

Moderated by James Duncan, Content Editor, F+W Media, Inc.

In this explosive panel, you'll hear a variety of viewpoints and opinions on self-publishing — what many are now calling "indie" publishing. You'll hear the good and the bad, plus the latest self-publishing trends. Bring your questions!

THE FIRST 10 PAGES

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

If you haven't hooked an agent or editor by the 10th page, it's a safe bet you won't be asked for more material. Make sure you've got the kind of opening they're looking for! In this session, you'll learn what keeps an agent reading, what are the most common mistakes that make them stop, and the steps you need to take to correct them.

12:00 PM – 12:50 PM

CLOSING KEYNOTE YOU ALREADY HAVE WHAT YOU NEED

Tayari Jones, Author/Instructor

Every year, thousands of new books are published in the US alone. Each of these books represents a victory. Each one represents effort, discipline, and heart — qualities you possess in spades if you've made it this far. Please join award-winning author Tayari Jones, in a session to remind you how to tap into your inner stockpile of amazing. You'll leave the conference ready to face the blank page — and win.

WD Conference East

How the Pitch Slam Works:

For aspiring writers, this unique feature of the conference gives you the chance to meet literary agents eager to sign new writers. With agents representing every genre, you have absolute control over who you'd like to interact with. Make your list, and you'll get 90 seconds to pitch your work—fiction or non-fiction. Then you'll get 90 seconds of immediate feedback from the agent; enthusiasm for the idea, suggestions for improvement, or who knows... maybe even a request to see more of your work. When your time with that particular agent is up, you'll move on to the next. High-energy and as real as it gets, the Pitch Slam is one of the most valuable aspects of this conference. After participating in the Pitch Slam, you will have:

- Immediate feedback on your story by real agents with experience in your genre
- Tips on various ways to improve your storyline and pitch
- One-on-one connections with agents and/or editors
- The opportunity to land representation and get published!

BERNADETTE BAKER-BAUGHMAN

Victoria Sanders & Associates

Seeking children's picture books, middle grade and young adult fiction, and graphic novels for all ages. Adult commercial fiction, magical realism, fiction with fantastical elements, women's fiction, thriller, and historical. Nonfiction: Light sociology, social commentary, and pop culture.

JENNY BENT

The Bent Agency

Seeking young adult and middle grade fiction, women's fiction, romance, crime/suspense, memoir and humor.

REGINA BROOKS

Serendipity Literary

Seeking science, humor, politics, psychology and self-help, pop culture, health, women's issues, parenting, cooking, alternative spirituality, business, technology, children's middle grade and young adult literary and commercial fiction.

DANIELLE CHIOTTI

Upstart Crow Literary

Seeking contemporary women's fiction, narrative nonfiction, humorous tales and young adult & middle grade fiction.

JOHN M. CUSICK

Greenhouse Literary

Seeking young adult and middle grade fiction, with a special interest in humorous and adventurous books for boys, light fantasy, sci-fi, and thrillers.

SARA D'EMIC

Talcott Notch Literary

Seeking adult and young adult fantasy, sci-fi, horror, mystery, and thrillers, plus mainstream or literary adult fiction.

LAURA DAIL

Laura Dail Literary Agency

Seeking historical and high concept fiction— young adult, middle grade, and general adult—and authoritative nonfiction, including history, pop culture, cooking and health.

KAYLEE DAVIS

Dee Mura Literary

Seeking sci-fi, fantasy, speculative fiction, and young adult; bonus points if there are elements of steampunk, coming-of-age, urban fantasy, espionage, social commentary, or counter culture.

JENNIFER DE CHIARA

Jennifer De Chiara Literary Agency

Seeking children's books for all ages and all genres, including picture books, middle-grade, and young adult, particularly middle-grade and young adult mysteries and edgy young adult. She also seeks adult fiction and nonfiction including literary fiction, commercial fiction, mysteries, thrillers, celebrity biographies, memo, humor, psychology/self-help, advice/relationships, parenting, health and fitness, women's issues, men's issues, pop culture, film and television/entertainment, social issues, science, politics, spirituality, cookbooks, history, the arts, design, architecture, fashion, photography, advertising & its history, and how-to books in every category. Actively seeking new illustrators for children's books.



AGENTS/EDITORS

ADRIANA DOMINGUEZ

Full Circle Literary

Seeking children's picture books, middle grade novels, and literary young adult novels. Also adult literary and women's fiction; nonfiction pop culture, and how-to titles geared toward women of all ages, written by authors with rock-solid platforms. No short stories, poetry, romance, thrillers, mysteries, science fiction, fantasy, dystopian, paranormal, or Spanish-language-only submissions.

RACHAEL DUGAS

Talcott Notch

Seeking young adult and middle grade fiction; adult fiction including women's fiction, romance, historical, and paranormal. Nonfiction, especially cookbooks, memoir, and material relating to the performing arts.

LINDA EPSTEIN

Jennifer De Chiara Literary Agency

Seeking middle grade, young adult and adult fiction — realistic contemporary, historical, fantasy, and science fiction, both literary and commercial. Quirky, character-driven stories with a distinctive voice.

DIANA FINCH

Diana Finch Literary Agency

Seeking nonfiction about environmental issues, business (both narrative and how-to), politics — especially the progressive kind — sports and science; also fiction with a distinctive voice and strong storytelling.

SYLVIE FRANK

Editor, Paula Wiseman Books

Seeking middle grade fiction that is character driven and realistic, funny picture books and picture book nonfiction. She is generally not looking for high fantasy or sci-fi.

EVAN GREGORY

Ethan Ellenberg Literary

Seeking horror, mystery, thrillers, science-fiction, fantasy, literary and women's literature. Also: Children's books, including picture books, early readers, and middle grade, as well as young adult. Narrative nonfiction: Arts, cinema, photography, biography, business, cooking, health, history, nature, family, politics, science, sports, and travel.

KATIE GRIMM

Don Congdon Literary

Seeking vivid literary fiction, transportive historical fiction, upmarket women's fiction, cohesive short story collections, lurid mysteries & thrillers with exotic or historical settings, high-concept young adult, and middle grade with heart and humor. Nonfiction: Offbeat narrative nonfiction, history, multicultural, memoir with distinct voice, and counter-culture.

DAWN MICHELLE HARDY

Serendipity Literary

Seeking nonfiction self-help, motivational and empowerment, women's fiction, relationship, pop culture, leadership and non-denominational spiritual titles. Will consider any nonfiction subject.

ERIN HARRIS

Folio Literary

Seeking literary fiction, book club fiction, historical fiction, literary suspense, noir, mystery, thriller, contemporary young adult, memoir, "big idea" nonfiction books, and narrative nonfiction. No YA or middle grade fantasy.

JANINE HAUBER

Sheldon Fogelman Agency

Seeking picture books through YA, in particular stories with a strong emotional core that influence the way readers view the world, themselves, and the people around them; also complex characters and relationships, unique cultural perspectives, and stories with a touch of humor, romance, or both.

CHRISTA HESCHKE

McIntosh & Otis

Seeking children's picture books, middle grade and young adult projects, especially children's novels with a romantic angle, and strong, quirky protagonists. YA: fantasy (urban and high) horror, thrillers/mysteries, steampunk and contemporary fiction, but is open to exploring other genres. Middle grade: humorous contemporary, adventure and magical realism for boys and girls.

SHIRA S. HOFFMAN

McIntosh and Otis, Inc.

Seeking adult and young adult commercial fiction, literary fiction, women's fiction, romance, urban fantasy, science fiction, horror, and dystopian. She is particularly interested in projects that cross genre boundaries or combine genre elements in new and interesting ways.

EMILY KEYES

L. Perkins Agency

Seeking young adult and middle grade fiction of all types and genres; also commercial adult fiction genres, including women's fiction, science fiction, fantasy, and graphic novels. She is looking for writing with a strong voice and point of view.

MARIE LAMBA

Jennifer De Chiara Literary Agency

Seeking young adult and middle grade fiction, general and women's fiction and some memoir. Books that are moving and/or hilarious are especially welcome. No picture books, science fiction, or high fantasy (though she's open to paranormal elements), category romance (though romantic elements are welcome), nonfiction, or in books that feature graphic violence.

WD Conference East

SARAH LAPOLLA

Curtis Brown, Ltd.

Seeking adult literary fiction, magical realism, psychological mystery, and literary horror; young adult contemporary fiction, mystery/thriller, science fiction, magical realism, and horror. Regardless of age range or genre, Sarah is drawn to edgy themes, engaging narrators, and strong characters.

SARAH LEVITT

The Zoë Pagnamenta Agency

Seeking smart narrative non-fiction, popular science, "ideas" books, biography, cultural/social history, memoir, and voice-driven literary fiction.

JIM MCCARTHY

Dystel & Goderich Literary Management

Seeking women's fiction, underrepresented voices, mysteries, romance, paranormal fiction, and anything unusual or unexpected. Also narrative nonfiction, humor, memoir, and paranormal nonfiction.

SEAN MCCARTHY

Sheldon Fogelman Literary

Seeking children's books, everything from picture books to middle grade to young adult (and everything in between).

PAULA MUNIER

Talcott Notch Literary

Seeking mystery/thriller, science fiction, fantasy, romance and young adult. Also memoir, humor, pop culture, health & wellness, cooking, self-help, pop psych, New Age, inspirational, technology, science, and writing.

KIMIKO NAKAMURA

Dee Mura Literary

Seeking contemporary fiction, narrative nonfiction, women's lit, young adult, fantasy, paranormal romance, mystery, satire, memoir, spirituality, and health. She also loves books that make our daily lives more enjoyable, cookbooks that she can read like the Sunday morning paper, and inspiring stories of people making their mark on the world.

DANA NEWMAN

Dana Newman Literary

Seeking memoir, biography, business, parenting, lifestyle/wellness (health, mind body spirit, fitness), and popular culture by authors with a substantial platform. Also fiction: character-driven stories of interest to women that are both literary and commercial.

GINA PANETTIERI

Talcott Notch Literary

Seeking young adult fantasy, young adult realistic fiction, middle-grade humor, adult mystery and thriller, women's fiction, cookbooks, memoir, history, popular science, parenting, true crime and health and fitness.

JESSICA REGEL

Jean V. Naggar Literary

Seeking young adult and middle grade writers of all genres, but specifically fiction with genre elements, such as fantasy, paranormal, gothic, horror, suspense, magical realism, romance, or humor. Also adult fiction that bridges the gap between literary and commercial, particularly humor, modern love stories, international fiction, and quirky/edgy fiction. She also represents nonfiction titles in the humor and memoir genres.

MEGAN REID

Emily Bestler Books

Seeking literary, women's, and historical fiction (especially books with a dash of romance or sci-fi/fantasy) and voice-driven narrative nonfiction focusing on the arts, travel, fashion, and current events.

MICHELLE RICHTER

St. Martin's Press

Seeking book club fiction, literary fiction, and well-crafted women's commercial fiction. Also thrillers and mysteries — particularly amateur sleuth, police procedurals, and cozies. Nonfiction: memoir, biography, pop culture, animal, sociology/social trends, economics/business, science, health, humor, food writing, narrative nonfiction, books about books/reading. Her personal interests lead her to enjoy fiction or nonfiction set in Ireland, Russia, Boston, or Baltimore.

ERIC RUBEN

The Ruben Agency

Seeking young adult, all romance, erotica, LGBT, mystery and more. No screenplays, picture books, children's, short stories, novellas, graphic novels or poetry. What's currently hot does not matter. First and foremost, he's looking for good writing.

RITA ROSENKRANZ

Rita Rosenkranz Literary

Seeking adult nonfiction, including health, history, parenting, music, how-to, popular science, business, biography, popular reference, memoir, cooking, spirituality, sports and general interest titles. She looks for projects that present familiar subjects freshly or lesser-known subjects presented commercially.

KATHARINE SANDS

Sarah Jane Freymann Literary

Seeking books that have a clear benefit for readers' lives in food, travel, lifestyle, home arts, beauty, wisdom, relationships, parenting; fresh perspectives on issues, life challenges or popular culture. Compelling reads in fiction, faction, memoir and femoir.

EDDIE SCHNEIDER

JABberwocky Literary Agency

Seeking literary fiction, science fiction, fantasy, and young adult and middle grade fiction (both realistic and Sci-fi/fantasy). Also nonfiction topics including science, history, and narrative.

ERICA RAND SILVERMAN

Sterling Lord Literistic

Seeking all categories of children's books, from picture books to young adult, with an affinity for realistic fiction. Also adult nonfiction including parenting, education and family/DIY.

JESSICA SINSHEIMER

Sarah Jane Freymann Literary

Seeking literary fiction, women's fiction, thrillers, speculative fiction and edgy YA fiction. In nonfiction, seeking psychology, parenting and works that speak to life in the 21st century.



WRITER'S DIGEST
CONFERENCE EAST

SEE THE WDCE PROGRAM EBOOK FOR THE MOST UP-TO-DATE LISTINGS AT WRITERSDIGESTCONFERENCE.COM

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AGENTS/EDITORS

NICOLE SOHL

Thomas Dunne Books

Seeking all kinds of nonfiction projects.

ANNA SPROUL-LATIMER

Ross Yoon Agency

Seeking adult nonfiction authors who explore new frontiers, uncover hidden histories, and embed themselves in unusual places—journalists, top bloggers, performers, theologians, or scientists.

JL STERMER

N.S. Bienstock

Seeking both fiction and nonfiction. Fiction: Commercial and literary fiction and graphic novels. Nonfiction: Cookbooks and food-related narratives, prescriptive health, diet, fitness, how-to, reference, narrative nonfiction, current events-related projects and all things pop-culture (science, business, technology, art, music, humor, crafts, DIY).

AMY STERN

Sheldon Fogelman Agency

Seeking anything in children's literature, from picture books through young adult.

RACHEL STOUT

Dystel and Goderich Literary

Seeking thought-provoking YA, quirky literary fiction and magical realism as well as character-driven historical fiction.

KARI STUART

ICM Partners

Seeking YA fiction, particularly thrillers, cautionary tales, dystopian fiction, and magical realism. Also adult narrative nonfiction—especially adventure and sport narrative nonfiction, lifestyle books, cookbooks and food memoirs, thrillers, commercial women's fiction.

SUZIE TOWNSEND

New Leaf Literary & Media

Seeking adult fiction: Romance (historical and paranormal) and fantasy (urban fantasy, science fiction, steampunk, epic fantasy). In children's fiction, seeking YA (all subgenres) and is dying to find great middle grade projects (especially something akin to the recent movie *SUPER 8*).

JOANNA VOLPE

New Leaf Literary & Media

Seeking women's fiction, thriller, horror, speculative fiction, literary fiction and historical fiction. Joanna prefers her fiction dark, in tone, style and even in humor, a la *Gone Girl* by Gillian Flynn, *World War Z* by Max Brooks, *The Breach* by Patrick Lee, and *The Second Duchess* by Elizabeth Loupas.

ROSEANNE WELLS

Jennifer DeChiara Literary Agency

Seeking narrative nonfiction, science (popular or trade, not academic), health, history, true crime, religion, travel, food/cooking, and similar subjects. Also strong literary fiction, YA, sci-fi, fantasy, and detective mysteries (more Sherlock Holmes than cozies).

JOHN WILLIG

Literary Services, Inc.

Seeking prescriptive and narrative nonfiction in business and financial investing topics, as well as health, sports, history, true crime, science, reference, careers, and personal growth.

TERRIE WOLF

AKA Literary

Seeking adult fiction: upmarket romance and women's, multi-cultural, men's, new western, and the occasional mystery, thriller or suspense offering. Also commercial literary and all levels of children's books. Nonfiction: food/celebration, lifestyle, faith, memoir, empowerment, narrative and pop culture. Dare to thrill her.

JASON YARN

Paradigm Agency

Seeking narrative nonfiction and commercial middle-grade, young adult and adult fiction in the areas of thrillers/suspense, science fiction, fantasy, historical fiction, military/espionage, and literary fiction.

HOWARD YOON

Ross Yoon

Seeking nonfiction in the areas of narrative nonfiction, memoir, current events, history, science, cookbooks, and popular culture.

KATHLEEN ZAKHAR

Harold Ober Associates

Seeking YA (contemporary and fantasy), quirky middle grade, non-fiction picture books, science fiction, fantasy, historical fiction, and horror novels. She has a special place in her heart for sweeping love stories, inventive world-building, repurposed folklore, and dark comedy.

HELEN ZIMMERMAN

Zimmerman Agency

Seeking nonfiction: Health and wellness, relationships, popular culture, women's issues, lifestyle, sports, and music as well as memoirs. She also is open to reading keep-her-up-at-night fiction.

Screenwriters World East

FRIDAY, APRIL 5, 2013		ROOM ASSIGNMENT
7:30am	REGISTRATION OPEN	METRO FOYER
9:00 am – 12:00 pm	BOOT CAMP: FIX YOUR PITCH (Additional Fee Required) Jacob Krueger, Award-Winning Screenwriter/Founder, Jacob Krueger Studio	LIBERTY 4
12:30 pm – 3:30 pm	BOOT CAMP: SCREENWRITER'S MARKETING PACKAGE (Additional Fee Required) Susan Kouguell, Award-winning Screenwriter/Filmmaker/Screenplay Doctor/Professor/ Chairperson, Tufts University/Su-City Pictures LLC	LIBERTY 4
3:00pm	EXHIBITS OPEN	NEW YORK BALLROOM FOYER
4:00 pm – 4:50 pm	OPENING KEYNOTE EAST COAST SCREENWRITING: FINDING SUCCESS FROM OUTSIDE OF HOLLYWOOD Stephen Susco, Screenwriter	NEW YORK BALLROOM WEST
5:00 pm – 5:50 pm	THE ART OF THE PITCH Jacob Krueger, Award-Winning Screenwriter/Founder, Jacob Krueger Studio	NEW YORK BALLROOM EAST
	PANEL THE NEW HOLLYWOOD: INROADS FOR INNOVATIVE WRITERS William Pace, Professor/Consultant, The New School, New York University Richard Botto, CEO, Stage 32 John Trigonis, Writer/Filmmaker/Author Jeanne Bowerman, Film Producer/Screenwriter/Online Community Manager, Impasse Productions, LLC Steven Arvanites, Founder, NYCScreenwriter.org	NEW YORK BALLROOM WEST
	WRITING SUCCESSFUL QUERY LETTERS, SYNOPSSES AND LOGLINES Susan Kouguell, Award-winning Screenwriter/Filmmaker/Screenplay Doctor/Professor/ Chairperson, Tufts University/Su-City Pictures LLC	LIBERTY 3
	PANEL BREAKING INTO TV FROM NY Jerome Perzigian, Writer/Producer Charles Kipps, Writer/Producer D.B. Gilles, Writer, New York University Jeanne Bowerman, Film Producer/Screenwriter/Online Community Manager, Impasse Productions, LLC	LIBERTY 3
6:00 pm – 6:50 pm	A SCREENWRITER'S GUIDE TO REPRESENTATION Mollie Fermaglich, Humor Writer	NEW YORK BALLROOM EAST
	WRITING THE MARKETABLE SPEC William Pace, Professor/Consultant, The New School, New York University	NEW YORK BALLROOM WEST
SATURDAY, APRIL 6, 2013		ROOM ASSIGNMENT
8:00am	REGISTRATION, COFFEE AND EXHIBITS OPEN	METRO WEST & NEW YORK FOYER
9:00 am – 9:50 am	PANEL PITCH PERFECT — AN INSIDER'S GUIDE TO SUCCESSFUL PITCHING Jeanne Bowerman, Film Producer/Screenwriter/Online Community Manager, Impasse Productions, LLC Eric Faber, Faber Talent LLC Timothy S. Hays, Hays Media LLC Courtney Andrialis, Producer, MTV Emily Sclar, Judy Boals, Inc	RIVERSIDE BALLROOM

AGENDA

SATURDAY, APRIL 6, 2013 continued		ROOM ASSIGNMENT
9:00 am – 9:50 am Continued	SELL YOUR SCREENPLAY IN 30 DAYS Marilyn Horowitz, Professor/Author/Producer/Writing Coach, New York University	RIVERSIDE SUITE
	PANEL DECODING THE SPEC SCREENPLAY MARKET Timothy Cooper, Tip Your Waitress Productions Amy Wagner, Agent, Abrams Artists Agency Jenny Halper, Development Executive, Maven Pictures Steven Arvanites, Founder, NYCScreenwriter.org	LIBERTY 3
10:00am – 12:30pm	PITCH SLAM See the full list of agents & executives on pages 18-19.	EMPIRE BALLROOM & LENOX
12:30 pm – 1:20 pm	BOXED LUNCH PROVIDED	CENTRAL PARK EAST
1:30pm – 4:50pm	PITCH SLAM See the full list of agents & executives on pages 18-19.	EMPIRE BALLROOM & LENOX
5:00 pm – 7:00 pm	COCKTAIL RECEPTION AND EXHIBITS	NEW YORK FOYER & NEW YORK BALLROOM
SUNDAY, APRIL 7, 2013		ROOM ASSIGNMENT
8:00am	EXHIBITS OPEN	New York Foyer
9:00 am – 9:50 am	DIAGNOSING DIALOGUE Billy Frolick, Screenwriter	NEW YORK BALLROOM EAST
	HOW TO GET A MOVIE STAR EXCITED ABOUT YOUR SCRIPT Staton Rabin, Screenplay Marketing Consultant/Script Analyst/"Pitch" Coach	NEW YORK BALLROOM WEST
	STRUCTURE FOR THE SMALL SCREEN D.B. Gilles, Writer, New York University	EMPIRE BALLROOM WEST
10:00 am – 10:50 am	"THE MYTH OF THREE-ACT STRUCTURE" OR WHY AM I LOST IN THE SECOND ACT? Jacob Krueger, Award-Winning Screenwriter/Founder, Jacob Krueger Studio	NEW YORK BALLROOM EAST
	THE HERO'S JOURNEY MEETS THE SCREENWRITER'S JOURNEY Loren-Paul Caplin, Professor, Columbia University	NEW YORK BALLROOM WEST
	WRITING THE HALF-HOUR SPEC THAT GETS YOU HIRED Jerome Perzigian, Writer/Producer	EMPIRE BALLROOM WEST
11:00 am – 11:50 am	STOP — DON'T WRITE THAT SCRIPT! Steven Arvanites, Founder, NYCScreenwriter.org	NEW YORK BALLROOM EAST
	PROTECTING YOUR WORK, LEGALLY AND CREATIVELY Billy Frolick, Screenwriter	NEW YORK BALLROOM WEST
	CAPTURING CHARACTER Charles Kipps, Writer/Producer	EMPIRE BALLROOM WEST
12:00 pm – 12:50 pm	CLOSING KEYNOTE A CONVERSATION WITH SCREENWRITER AND PLAYWRIGHT CHRISTOPHER KYLE Christopher Kyle, Screenwriter/Playwright	NEW YORK BALLROOM WEST

Screenwriters World East

FRIDAY, APRIL 5, 2013

9:00 AM – 12:00 PM

BOOT CAMP: PERFECT YOUR PITCH

(Additional Fee Required)

Jacob Krueger, Award-Winning Screenwriter/Founder, Jacob Krueger Studio

In this hands-on workshop with award-winning screenwriter Jacob Krueger, you'll write, practice and hone a pitch for YOUR screenplay to make even the most jaded producer salivate. Class size is strictly limited to give every student plenty of time for individual feedback.

12:30 PM – 3:30 PM

BOOT CAMP: SCREENWRITER'S MARKETING PACKAGE

(Additional Fee Required)

Susan Kouguell, Award-winning Screenwriter/Filmmaker/Screenplay Doctor/Professor/Chairperson, Tufts University/Su-City Pictures LLC

Learn the essentials tools for writing a query letter, synopsis, and one-sheet, how to successfully present your screenwriting marketing package, do's and don'ts to marketing your screenplay and yourself, and how to follow up with the industry pros after submitting your marketing package.

4:00 PM – 4:50 PM

OPENING KEYNOTE EAST COAST SCREENWRITING: FINDING SUCCESS FROM OUTSIDE OF HOLLYWOOD

Stephen Susco, Screenwriter

Screenwriting from the East Coast can be a challenge, but it can be done — and done very successfully. Join Stephen Susco as he discusses his career, spanning 40+ scripts and pitches for the biggest names in Hollywood. Learn how he got his start as a working writer and how he maintains a successful career 3,000 miles from L.A.

5:00 PM – 5:50 PM

THE ART OF THE PITCH

Jacob Krueger, Award-Winning Screenwriter/Founder, Jacob Krueger Studio

Learn to identify the existing elements in your script that will appeal to producers, and focus your draft around them to deliver on what you promise. Then learn how to identify entertainment professionals who are looking for just the kind of material you are writing, and break through the walls that seem to separate you from them.

PANEL THE NEW HOLLYWOOD: INROADS FOR INNOVATIVE WRITERS

William Pace, Professor/Consultant, The New School
Richard Botto, CEO, Stage 32
Steven Arvanites, Founder, NYCScreenwriter.org

John Trigonis, Writer/Filmmaker/Author

Jeanne Bowerman, Film Producer/Screenwriter/Online Community Manager, Impasse Productions, LLC

Social media, technology, and progressive thinking by studios and agencies are giving screenwriters more access to Hollywood than ever. Working professionals will discuss the growing need for content and, more importantly, writers. Learn about these new opportunities and how to leverage them to jumpstart your screenwriting career.

WRITING SUCCESSFUL QUERY LETTERS, SYNOPSSES AND LOGLINES

Susan Kouguell, Award-winning Screenwriter/Filmmaker/Screenplay Doctor/Professor/Chairperson, Tufts University/Su-City Pictures LLC

Grabbing a film executive's attention is the key to unlocking the movie industry's door. Learn how to professionally represent yourself and your work at this workshop, which will offer the essential tools for crafting winning queries, synopses, and loglines.

6:00 PM – 6:50 PM

PANEL BREAKING INTO TV FROM NY

Jerome Perzigian, Writer/Producer

Charles Kipps, Writer/Producer

D.B. Gilles, Writer, New York University

Jeanne Bowerman, Film Producer/Screenwriter/Online Community Manager, Impasse Productions, LLC

Television writing opportunities abound in New York. Working writers based in the city discuss how they broke into TV and stayed in their city, and how aspiring New York-based writers can do the same.

A SCREENWRITER'S GUIDE TO REPRESENTATION

Mollie Fermaglich, Humor Writer

Ask any screenwriter what he or she wants most and the answer is almost always representation. Learn how an agent really works for a writer and what skills you should expect from your new business partner. Plus discover practical, real-life steps you can take to secure the right representation for your work.

WRITING THE MARKETABLE SPEC

William Pace, Professor/Consultant, The New School

Is your premise holding you back? Before you start writing your script, take a moment to consider the marketplace and, ultimately, the audience who would pay to see your film. You'll learn how to assess your current ideas from an executive's POV and develop screenplays that will grab the interest of buyers — making you a more marketable screenwriter.



SESSIONS

SATURDAY, APRIL 6, 2013

9:00 AM – 9:50 AM

PANEL PITCH PERFECT — AN INSIDER'S GUIDE TO SUCCESSFUL PITCHING

Jeanne Bowerman, Film Producer/Screenwriter/Online Community Manager, Impasse Productions, LLC

Eric Faber, Faber Talent LLC

Timothy S. Hayes, Hays Media LLC

Courtney Andrialis, Producer, MTV

Emily Sclar, Judy Boals, Inc

Join Scriptmag.com Community Leader and Editor Jeanne Bowerman as she asks four industry executives their advice for pitching a project successfully both at a pitch event and in a meeting setting. After the execs offer their insight, audience members will be allowed to pitch their ideas and get feedback live from the panelists. A must-attend warm-up session before the Pitch Slam!

SELL YOUR SCREENPLAY IN 30 DAYS

Marilyn Horowitz, Professor, Author, Producer, and Writing coach, New York

Completed a screenplay and wonder what to do next? You need a plan, a marketing plan! Based on a new book by screenwriting coach & NYU professor Marilyn Horowitz, and film business & marketing consultant Paula Landry, MBA, this session teaches step-by-step instructions to sell your screenplay using new media & traditional means. You'll get tips and tricks for marketing and selling your work in a systematic and fun way, with clear instructions. Join us and get your work sold!

PANEL DECODING THE SPEC SCREENPLAY MARKET

Timothy Cooper, Tip Your Waitress Productions

Amy Wagner, Agent, Abrams Artists Agency

Jenny Halper, Development Executive, Maven Pictures

Steven Arvanites, Founder, NYCScreenwriter.org

Agents, managers and producers discuss how the spec market has changed over the past several years and what screenwriters need to know about the business of acquiring screenplays. Get an insider's look at the business from the buyers' perspective, explore resources writers should follow, and learn what the spec market means to you, the aspiring screenwriter.

10:00 AM – 12:30 PM

PITCH SLAM

See the full list of agents & executives on pages 17-19.

Pitch your project to insiders and receive immediate feedback from agents and execs who are actively looking for new writers to represent. For full details, visit www.screenwritersworld.com and click "Pitch Slam."

1:30 PM – 4:50 PM

PITCH SLAM

See the full list of agents & executives on pages 17-19.

Pitch your project to insiders and receive immediate feedback from agents and execs who are actively looking for new writers to represent. For full details, visit www.screenwritersworld.com and click "Pitch Slam."

SUNDAY, APRIL 7, 2013

9:00 AM – 9:50 AM

DIAGNOSING DIALOGUE

Billy Frolick, Screenwriter

Flat, on-the-nose, or stilted dialogue will sink your script no matter how good the premise. Master the tools necessary to weed out wimpy exchanges and exposition-filled monologues. In this class, you'll learn valuable techniques for writing the most important part of your script, allowing you to produce professional-level dialogue in any scene or genre.

HOW TO GET A MOVIE STAR EXCITED ABOUT YOUR SCRIPT

Staton Rabin, Screenplay Marketing Consultant, Script Analyst, and "Pitch" Coach

If a star really wants to play the lead role in your movie, suddenly producers and film studios will be knocking on YOUR door. In this session, you'll get insider secrets for writing a role that a star will be dying to play, and find out exactly how to approach him or her without coming off like a crazy stalker.

STRUCTURE FOR THE SMALL SCREEN

D.B. Gilles, Writer, New York University

TV scripts look, read, and are structured differently than movie scripts. And different kinds of TV scripts have their own rules. But don't panic: A, B and C plots, inciting incidents, and cliffhangers can all be mastered by the savvy screenwriter. Learn how to tackle the television spec and produce network-friendly scripts that keep audiences tuned in.

01.
WD SELF-PUB
CONFERENCE

02.
WDCE
AGENDA

05.
WDCE
SESSIONS

08.
WDCE
AGENTS/
EDITORS

12.
SWCE
AGENDA

14.
SWCE
SESSIONS

17.
SWCE
AGENTS

20.
EXHIBITOR
FLOOR
PLAN

21.
RESOURCES

28.
MAPS

29.
RESTAURANTS

Screenwriters World East

SUNDAY, APRIL 7, 2013 continued

10:00 AM – 10:50 AM

THE MYTH OF THREE-ACT STRUCTURE OR WHY AM I LOST IN THE SECOND ACT?

Jacob Krueger, Award-Winning Screenwriter/Founder, Jacob Krueger Studio

Award-winning screenwriter Jacob Krueger exposes the misperceptions about structure that get writers into trouble, and teaches you how to escape the rigid formulas that stifle creativity, with an organic approach that puts you back in touch with your instincts, and with your characters' journey.

THE HERO'S JOURNEY MEETS THE SCREENWRITER'S JOURNEY

Loren-Paul Caplin, Professor, Columbia University

Learn about the mythology of The Hero's Journey as it was covered by Joseph Campbell's seminal book *The Hero with a Thousand Faces* and how it can apply to filmic stories and your life as a writer. Using the film *The Fisher King*, you'll track The Hero's Journey from two perspectives and discuss the use of this basic myth in aiding any dramatic narrative.

WRITING THE HALF-HOUR SPEC THAT GETS YOU HIRED

Jerome Perzigian, Writer/Producer

To break into network or cable scripted half-hour television, you've got to have at least one smart, funny, professional-grade spec script that grabs a showrunner's attention and replicates the dynamics of that showrunner's show. Find out which series are best to spec and how to use your writing sample(s) to get yourself admitted to the writers' room.

11:00 AM – 11:50 AM

STOP—DON'T WRITE THAT SCRIPT!

Steven Arvanites, Founder, NYCScreenwriter.org

Many scripts fail because the screenwriter skips vital steps in the preparation process. Learn how to assess and develop your concept, flesh out your characters, and develop a solid plan for your screenplay structure before you type FADE IN.

PROTECTING YOUR WORK, LEGALLY AND CREATIVELY

Billy Frolick, Screenwriter

This class outlines the steps you can take to create as much legal protection as possible for your intellectual property. You'll also find out about the additional roles, such as producing and directing, that you may pursue in an effort to stay involved creatively.

CAPTURING CHARACTER

Charles Kipps, Writer/Producer

Getting in the writers' room is all about writing great characters. Credible, reliable, believable character writing is sought out by showrunners and will result in a long career in television. Learn more about the most prized skill in television writing and how to use it to make your spec scripts stand out from the rest.

12:00 PM – 12:50 PM

CLOSING KEYNOTE | A CONVERSATION WITH SCREENWRITER AND PLAYWRIGHT CHRISTOPHER KYLE

Christopher Kyle, Screenwriter/Playwright

Christopher Kyle's big-screen credits include *K:19—The Widowmaker*, *The Weight of Water*, and *Alexander* to name a few. He is also a produced playwright, with his most recent play *Dirt Archaeology* being commissioned by the Alfred P. Sloan Foundation. During an informal conversation with this prolific writer, we discuss finding success in New York as both a screenwriter and playwright, and what advice he has for writers trying to break in from the East Coast.



AGENTS/EXECs

How the Pitch Slam Works:

You'll sit down for five-minute sessions with as many agents as you can fit into the all-day event. For the first two minutes with each agent, you'll share the premise, genre, and the scope of your project with emphasis on the main characters, the conflict that moves your story forward, and the genre (that's your pitch). For the remainder of your time, the agent or exec will provide immediate, unbiased feedback on your work and your pitch, including invaluable suggestions for improving it. And if an agent or exec gives you his or her business card, jackpot! That's a request to see more of your work, and could lead to signing with an agent or an option of your project.

Remember to research the agents on the following pages and choose to meet with those who represent screenwriters you particularly admire and emulate; you'll know those agents share your taste in writing and are more likely to be a good fit. And practice your pitch ahead of time—keep it under two minutes!

108 PRODUCTIONS

Sheetal Vyas

Company Credits: *When Harry Tries to Mary*, *Billion Dollar Raja*, *Chuna Lagake*

ABRAMS ARTISTS AGENCY

Amy Wagner

Company Credits: *August: Osage County* (upcoming film), *Killer Joe*, *Glengarry Glen Ross* (Broadway starring Al Pacino), writers for Disney HD, Nickelodeon, etc.

ALTERED EGO ENTERTAINMENT

Frederic Colier

Company Credits: *Bull Schools*, *Book Case TV*, *My Last Play*, *This Mortal Coil*, *Made In China*, *Dinosaur Park*, *The Hindenburg Omen*, *Desert Weeds*, *Of Wanderlust*, *M&N*

AMC

Amanda Verdon

Company Credits: *The Walking Dead*, *Mad Men*, *Breaking Bad*

ARTISTS GROUP LTD.

Robert Malcolm

Actor and Writer Agent: Mickey Rooney, Amanda Plummer

AUTHENTIC MANAGEMENT

Avi Lipski

Company Credits: Avi has produced theatre around the world. As one of one of seven producers to participate in the Old Vic Theatre's 2011 TS Eliot US / UK Exchange, Avi travelled to London to produce a brand new play on the stage of the Old Vic Theatre.

AUTHENTIC MANAGEMENT

Joshua Pasch

Company Credits: OWN's upcoming reality series *Elura & Michele Take Staten Island*, National Geographic's upcoming series *Abandoned*, the Match.com commercial campaign

B. SWIBEL PRESENTS & PLAYING PRETEND PRODUCTIONS

Rob Ribar

BEECH HILL FILMS

Joseph Infantolino

Company Credits: *Percy Jackson: Sea of Monsters* (2013), *G.I. Joe: Retaliation* (2013), *Red Tails*, *The Sitter*, *The A-Team*, *Run*, *Fat Boy*, *Run*

BRACE COVE PRODUCTIONS

Morgan Pollitt

Company Credits: *Mud* (2013), *To the Wonder*, *The Tree of Life*, *The Cassidy Kids*

BRET ADAMS, LTD.

Alexis Williams

Bret Adams is a full service agency representing a roster of over 300 writers, directors, designers and actors.

CINEFLIX STUDIOS

Kevin Caballes

Company Credits: *Copper* (TV series), *Darcy's Town* (pilot), *American Pickers*, *Property Virgins*, *Property Brothers*

CINEFLIX STUDIOS

Charlie Kessler

Company Credits: *Copper* (TV series), *Darcy's Town* (pilot), *American Pickers*, *Property Virgins*, *Property Brothers*

CINE MOSAIC

Courtney Lee-Mitchell

Company Credits: *The Reluctant Fundamentalist* (2013), *Sisterhood of the Night*, *Amelia*, *American Pie*

COMPANION PICTURES

Patrick Hendrickson

Company Credits: *Splinter Cell: Extinction* (TV Series), *Dawn of Conviction*, *Madness of War*

Screenwriters World East

CYPRESS FILMS, INC.

Kim Moarefi

Company Credits: *EvenHand*, *Cherry*, *Side Streets*, *Julian Po*

EDNA COWAN MANAGEMENT

Edna Cowan

ECM is a full service management company representing actors, writers, and producers in the areas of television, film, and digital media.

EDWARD BASS FILMS

Edward Bass

Company Credits: *As Good As Dead*, *While She Was Out*, *Slingshot*, *Bobby*, *Come Early Morning*, *Mini's First Time*

FABER TALENT, LLC

Eric Faber

Company Credits: Representing actors for Film, Television, Theater and Commercials and screenwriters and playwrights for Film, Television and Theater.

FUGITIVE FILMS

Jessica Chermayeff

Company Credits: *Scar*, *Wedding Daze*, *In the Bedroom*

GIGANTIC PICTURES

Aimee O'Neill

Company Credits: *Night Catches Us*, *Plastic Bag*, *Dare*, *Goodbye Solo*, *The Doorman*, *Year of the Fish*

GOLDBUG FILMS

Mandy Goldberg

Company Credits: *Landlocked*

GUY WALKS INTO A BAR

Jonathan Coleman

Company Credits: *Elf*, *Meet Dave*

HAYS MEDIA LLC

Tim Hays

Company Credits: *Merry Christmas*, *Baby*, *Color Lines*, *Severed Relations*. Companies Tim Hays has collaborated with: Robert Halmi, Nederlander Television and Entertainment, A&E Networks, Burt Reynolds Productions

INDEPENDENT FILMMAKER PROJECT

Dan Schoenbrun

Recent Emerging Narrative Filmmakers: *Ain't Them Bodies Saints* (David Lowery), *Beasts of the Southern Wild* (Ben Zeitlin), *Pariah* (Dee Rees), *My Best Day* (Erin Greenwell), *Habibi* (Susan Youssef)

ISH ENTERTAINMENT/ICONIC TV

Sydney Siegel

Company Credits: *Girlfriend Confidential: LA* (TV Series), *Brooklyn 11223* (TV Series), *Empire Girls: Julissa & Adriene* (TV Series)

JUDY BOALS, INC.

Emily Sclar

Company Credits: *Simpatico*, *T Bone N Weasel*, *Curse of the Starving Class* (plays adapted for film)

LIKELY STORY

Julia Berg

Company Credits: In Post: *Can A Song Save Your Life* (dir. John Carney), *Foxcatcher* (dir. Bennett Miller), *Untitled Nicole Holofcener Project* (dir. Nicole Holofcener) In Prep: *Every Secret Thing* (dir. Amy Berg), *Darling Companion*, *Lay the Favourite*, *The Oranges*, *Our Idiot Brother*, *The Extra Man*, *Please Give*, *Carriers*, *Synecdoche, New York*

MASSEI MANAGEMENT

Arthur Massei

Massei Management is looking for low budget, features and TV (1/2 hour and 1 hour), Comedy, Drama, Family, and Romantic Comedy projects.

NOTES:



AGENTS/EXECs

MAVEN PICTURES

Jenny Halper

Company Credits: *Filth* (2013), *Girl Most Likely* (2012), *The Kids Are All Right*

MAVEN PICTURES

Nic Marshall

Company Credits: *Filth* (2013), *Girl Most Likely* (2012), *The Kids Are All Right*

MTV

Courtney Andrialis

Company Credits: *Sleeping with the Fishes* (2013), *Blogger Girls*, *Broken English*, *Redacted*, *Gonzo: The Life & Work of Dr. Hunter S. Thompson*

NBCUNIVERSAL

Alison Gottlieb

Company Credits: Award-winning commercial and film producer, currently produces and develops content for NBCUniversal's portfolio, as well as continuing her work as a script consultant and in development for television and film projects.

ONE ENTERTAINMENT

Anthony Aiello

Head Writer of *Tyler Perry Show*

PROLIFIC

Laura Gillis

Company Credits: *The Enterprise*, *Blue Caprice*

RED CREEK PRODUCTIONS

Lucas Entel

Company Credits: *Sins of My Father*

RED CROWN PRODUCTIONS

Alish Erman

Company Credits: *What Maisie Knew*, *American Wife*, *Choose Your Own Adventure*, *School of Fear*, *Three Wishes*, *Tumor*, *Goats*

ROUND FILMS

Damon Cardasis

Company Credits: *The Private Live of Pippa Lee*, *The Ballad of Jack and Rose*, *Personal Velocity*

SAMUEL GOLDWYN PRODUCTIONS

Angel An

Company Credits: *Renoir*, *Home Run*, *Stuck*, *Still Mine*, *Somm*, *Grassroots*, *October Baby*

SHOWKAT PRODUCTIONS

Rebecca Quinn

ShowKat is looking for low and medium budget features and TV (1/2 hour and 1 hour), Action, Comedy, Drama, Romantic Comedy, Sci-Fi, and horror projects.

TIP YOUR WAITRESS PRODUCTIONS

Timothy Cooper

Company Credits: *Concierge: The Series*, "Transparency," *Sunny-Side Up*, and *Farebeater: Improv in a Cab*, *Away From Her* (2013), *We Are Criminal Masterminds*.

WOMEN IN FILM & VIDEO

Monica Lee Bellais

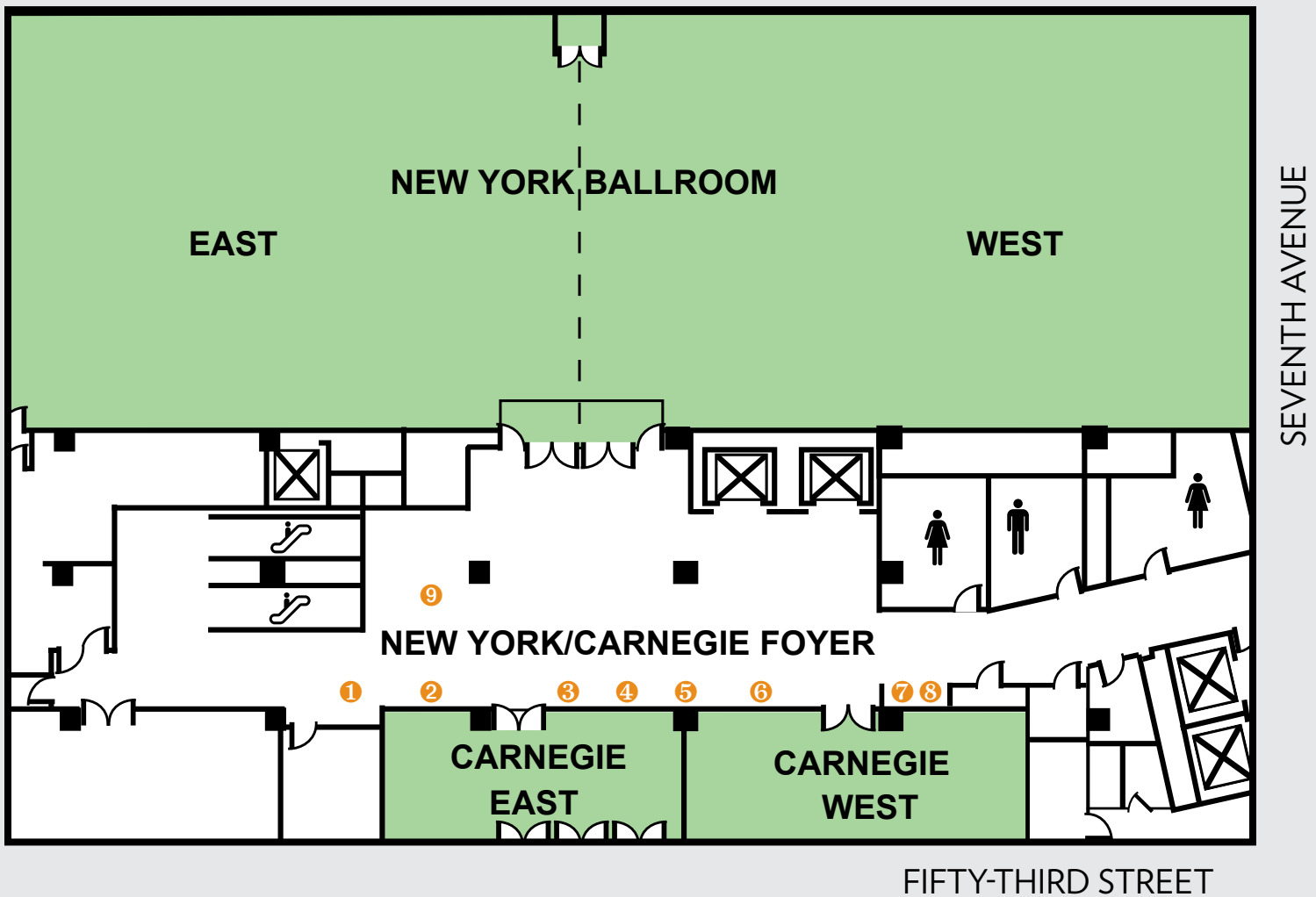
Women in Film & Video is dedicated to advancing the professional development and achievement for women working in all areas of film, television, video, multimedia and related disciplines.

NOTES:

EXHIBITOR FLOOR PLAN

3RD FLOOR MAP DETAIL

FIFTY-SECOND STREET



3rd FLOOR EXHIBITORS

T1	Pubit by Barnes & Noble
T2	Wattpad
T3	BookBaby
T4	Biblio Crunch
T5	American Writers & Artists Inc.
T6	Draft2Digital, LLC
T7 & T8	Abbott Press
T9	Writer Cube by Bookigee

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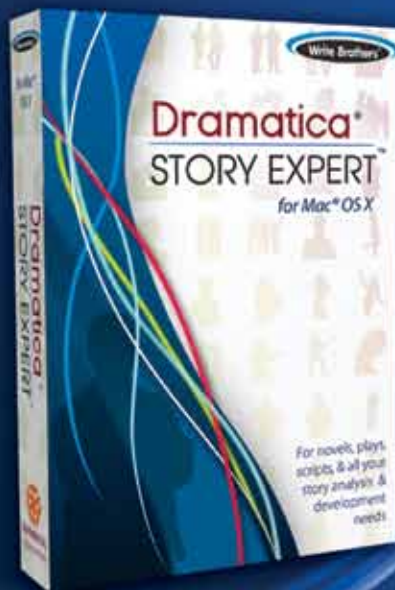
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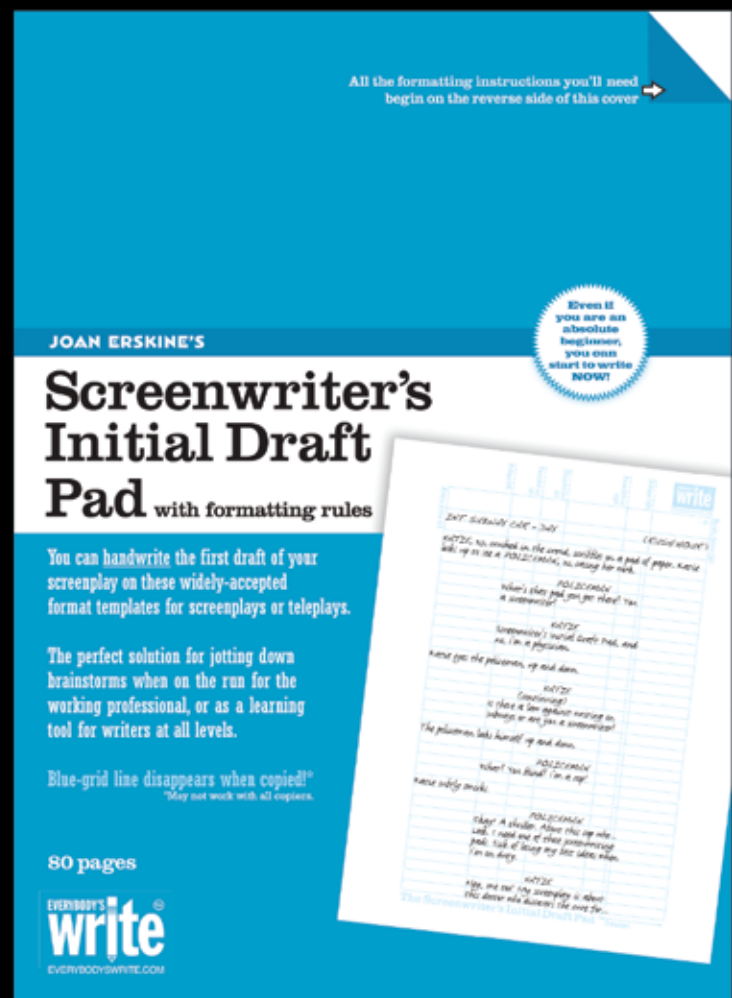
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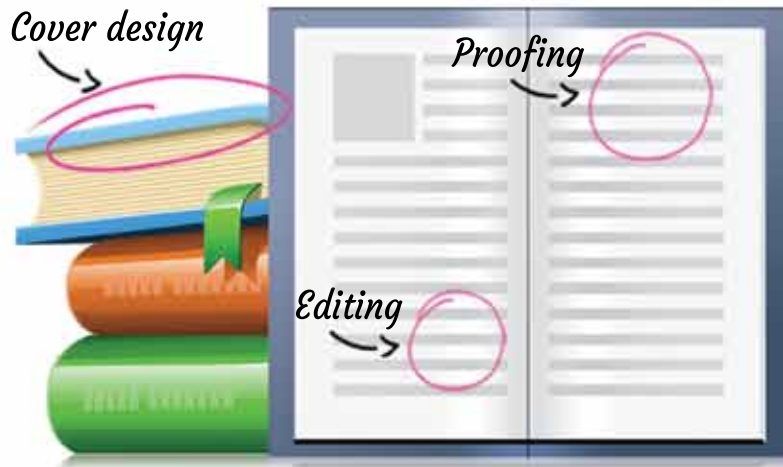
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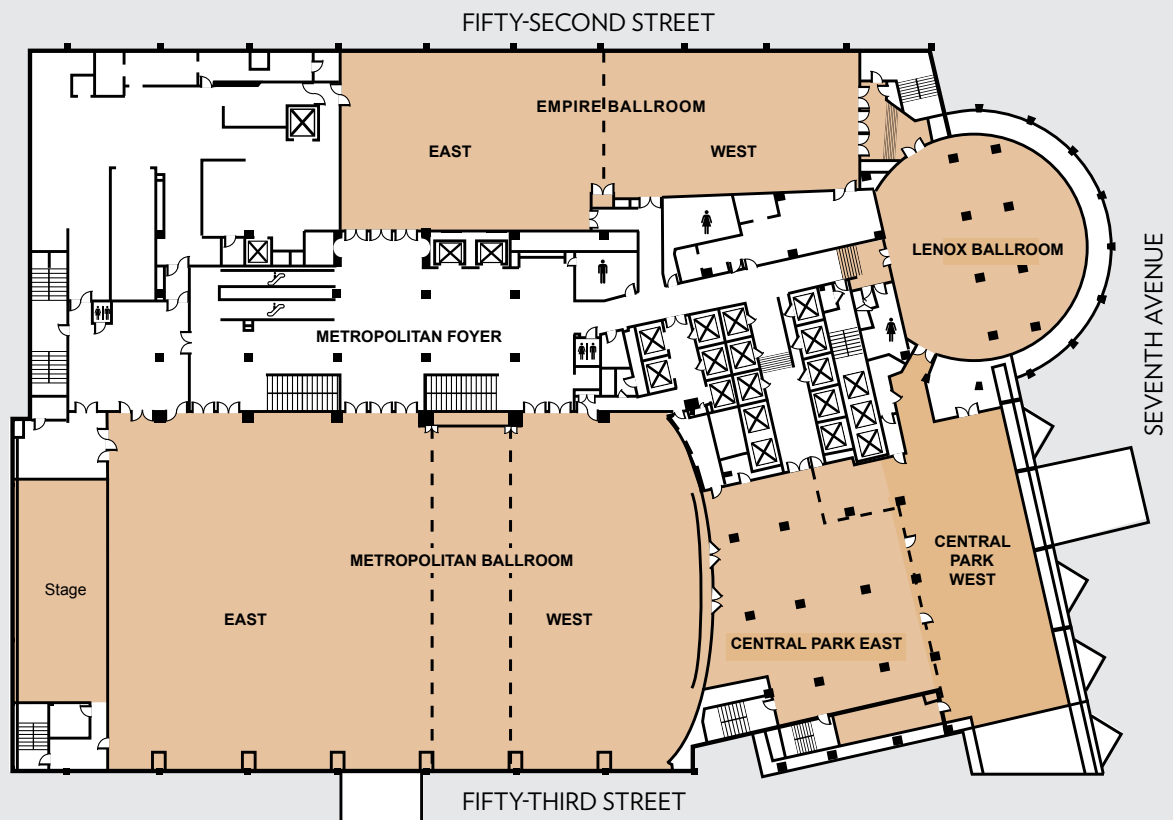
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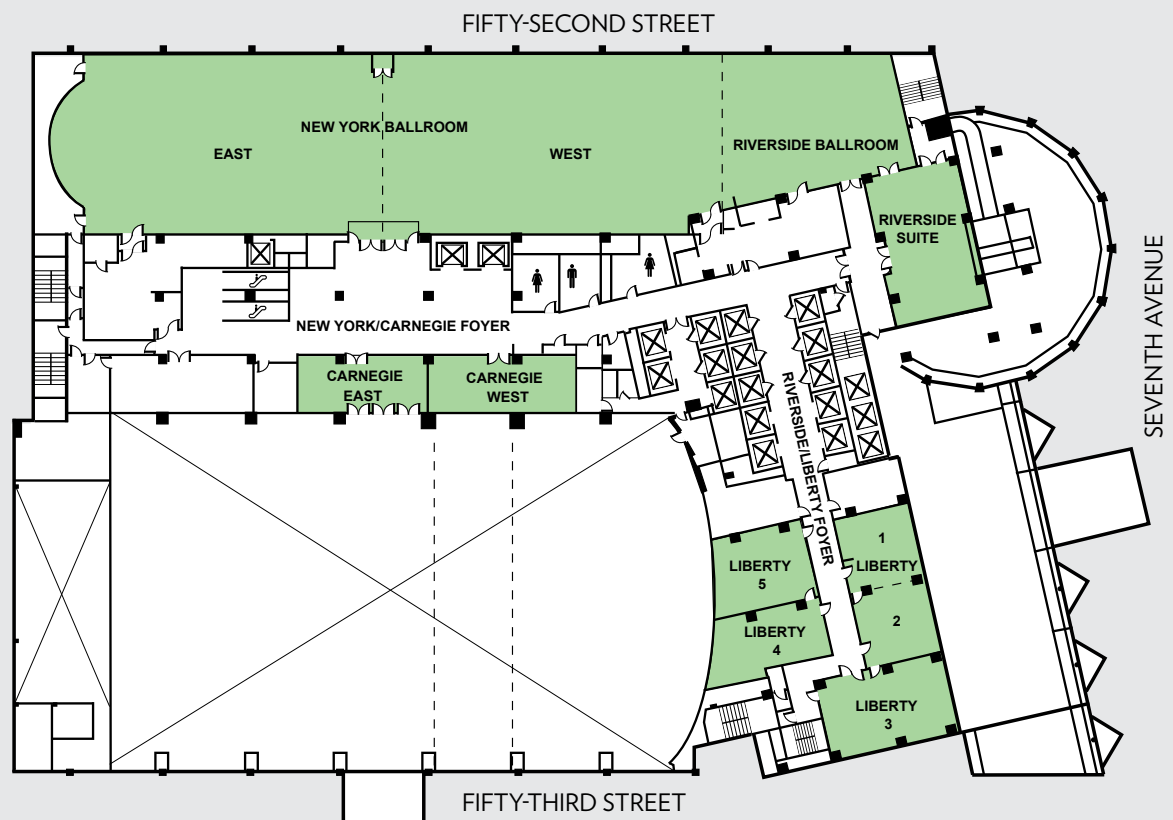
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3rd FLOOR



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Maze (at the London) – 151 W. 54th Street
Dean & DeLuca – 156 W. 56th Street

ASIAN

Topaz Thai – 127 W. 56th Street
China Grill – 60 W. 53rd Street

BURGER

Burger Joint (Parker Meridian Hotel) –
119 W. 56th Street

CAFE

56 Café Restaurant – 1377 6th Avenue
Café Europa – 787 7th Avenue
Blue Dog Café – 155 W. 56th Street

DELI

53rd St Gourmet Deli – 1301 6th Avenue
Stage Star Deli – 105 W. 55th Street
Carnegie Deli – 854 7th Avenue

DINER

Astro – 1361 6th Avenue

FRENCH BAKERY

Au Bon Pain – 125 W. 55th Street
Le Pain Quotidien – 1271 6th Avenue

ITALIAN

Bistro Milano – 1350 6th Avenue
Abboccato – 136 W 55th Street
Pazza Notte – 1375 6th Avenue

PUB / BAR

Hudson's Sports Bar & Grill – 1330 6th Avenue
Heartland Brewery – 1285 6th Avenue
Old Castle – 160 W. 54th Street
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