



**WRITERS CONFERENCE - 2013
SESSION OUTLINES**

TIMMY BOYLE (upstandingcomedy.ca)

I'm Not Funny ... Life is (I just write about it) - Finding Humor in Everyday Life - Timmy Boyle
Workshop Block 4 (Room 2)

"As a comedian, people often ask me, 'Where do you get your material?' Within minutes, I've usually taken down their names and added them into my next act." - Timmy

Funny is all around you . . . if you're open to seeing it. As a stay-at-home dad of three children, with over ten years of marriage and eight years of youth ministry under his belt, Timmy has had no problem noticing that life is . . . funny! Join Comedian Timmy Boyle as he discusses how to capture the funny in the most ordinary circumstances and then share it in a way that will leave your reader smiling and wanting more.

LISA DeSPAIN (ebookconverting.com)

All You Wanted to Know about eBook Publishing (but were afraid to ask)
Workshop Block 3 (Room 2)

With the ever increasing growth of ebooks, as well as the ease of making books available in this format, there has never been a greater need for authors to be understand how to make the most of this opportunity. Lisa brings fifteen years of experience in the publishing industry (specifically Christian publishing), and more recently, her experience with ebook conversion and typesetting. Learn why you might want to produce an ebook even before a print edition and what to expect when it's time to distribute your ebook. Get a working knowledge of the two main ebook types and discover the best outlets for ebook sales. Lisa will also cover some lesser-known tips for increasing your book sales.

TAMARA DEVER (tlcgraphics.com)

Selling Power of Book Design
Workshop Block 2 (Room 1)

Why do some cover—and interior—designs allow books to sell while others drive buyers straight to the competition? Discover what makes design so important to a book's sales—both print and e-book—and how to do it right. When do you hire a designer? How do you find the right one? Whether you're doing it yourself or hiring a professional, you'll leave this session with tips and techniques to get your book noticed and into the hands of sellers, distributors and reviewers.

LESLIE GOULD (lesliegould.com)

Believe in Your Story
Combined Session - Keynote (7:00 PM Saturday)

As a writer you must believe in both the story you are writing and in the story you are living. Prepare to be encouraged to live your life in a way that enhances your writing—and inspires your readers.

Connecting the Arcs of Your Story

Workshop Block 1 (Room 2)

Novels, memoirs, short fiction, and screenplays each have a story arc, as does each primary character. In this workshop, you'll learn foolproof techniques to map out your story, including the development of your characters. You'll come away with completed arcs to use as the foundation for your story.

Choose Your Own Adventure - Publishing Panel (with Deb Porter, Amy Michelle Wiley and Rick Higginson)

Combined Session (7:00 PM Friday)

Self-published? Subsidy press? Traditional? These days, the decision is almost entirely yours. Each path has pros and cons (to varying degrees). The members of our panel have experience with one or more of these publishing options, and will share their experiences. The good, the bad, and the ugly. There will be an opportunity to ask questions, so come prepared.

RICK HIGGINSON

Christian Fiction with a Twist: The Call to Write Outside the Box

Workshop Block 5 (Room 1)

Over the years, Christian Fiction has found itself defined by cautious publishers and bookstores, and the result has been restrictive guidelines on what is acceptable. However, with the current opportunities for Christian writers, we have the ability to listen first to our individual calling and to write the stories God gives us. This session will discuss how we can Biblically step outside the traditional restrictions to present characters and stories that help our readers think about doctrinal and ethical issues and/or to offer spiritual exhortation and encouragement. Potential pitfalls and objections will also be discussed, and how we can guard against taking our liberty too far.

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DAVID IAN

The Power of Scriptwriting - Show Me the Story

Workshop Block 6 (Room 2)

One of the things editors are very famous for telling writers of fiction is, "Show me; don't tell me." Nowhere does this become more true, even literal, than in scriptwriting. Scriptwriting is a hyper-dynamic means of storytelling which relies upon the intermediate medium of live actors to get your story told on stage to a live audience, or through film to the final viewer. Without use of narrators, omniscient POV, or inner monologues, how do you ensure your story gets told accurately and dynamically from script to audience? Well, David Ian won't tell, you'll just have to attend so he can show you. A must session for all aspiring scriptwriters.

DEB PORTER (finessewriting.com.au and breathoffreshairpress.com)

Writing Inspirational/Devotional Articles that Hit Home – How to Avoid the Number 1 Mistake ... and a few other boo-boos as well.

Workshop Block 1 (Room 1)

One of the most popular forms of Christian writing is found in inspirational and devotional material, and there is a strong demand for such articles to be used in many different publications. It may also seem too easy to write something like this, but to do it well requires a whole lot more. Join Deb Porter for this interactive workshop, and learn how to write articles that connect with the reader's soul and communicate God's truth.

Critique is NOT a Dirty Word - It's Good for the Critiquer *and* for the Critiquee.

Workshop Block 5 (Room 1)

For some, the thought of being critiqued or critiquing is enough to send them running for cover. For others, it's a blood sport – shoot from the hip and take no captives. Join Deb Porter as she finds the balance and shows that critiquing can be a blessing – for all involved. Not only that, but you'll also discover how critiquing others can actually help improve your own writing. Bring a pen (red ink optional).

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CORINNE SMELKER

Weaving an Intricate Web: Using the Right Bait to Lure the Right Clients.

Workshop Block 2 (Room 2)

So you want to be a freelance writer? Has God planted the desire to write in you but you have no idea how to turn that into a feasible income? This class is for you! We all carry a seed of greatness in us, but how do we unlock that seed and turn it into something that allows us to live our dreams?

Whether you are thinking about starting your own freelance writing business or perhaps just supplement the family income, Cori will show you the right "bait" to use to lure (and keep) the best clients for your business.

SALLY STUART (stuartmarket.com)

Marketing Tips & Trends

Combined Session - Keynote (8:30 AM Saturday)

The Christian publishing marketplace is constantly growing, changing, and moving in new and different directions. Sometimes those changes are obvious, sometimes very subtle. This class will catch you up to date on book publishing trends, topics that are increasing and decreasing in popularity, changes and problems in the industry, and ways you and your writing can fit into all of that.

Basic Know-How for the Beginning Writer

Workshop Block 3 (Room 1)

You don't need a college degree to call yourself a writer, but unless you learn the important "rules of the game," you will never become a professional in this field. This workshop will teach you how to find the right tools for the job, how to prepare a manuscript, proper mailing procedures, understanding rights, as well as answering all those "beginner's" questions you might not want to ask elsewhere. A must for those just getting started.

Selling What You Write

Workshop Block 6 (Room 1)

A step-by-step plan for identifying what markets are most likely to buy what you have to offer. Covers how to use the Christian Market Guide to develop a personalized list of potential markets. For beginning or advanced magazine or book authors who want to increase their chances of making a sale.

AMY WILEY (sparrowsflight.net)

Breathing Life into Your Writing

Workshop Block 4 (Room 1)

Learn how to bring your writing to life with practical techniques that will draw your reader into the story and help them experience it for themselves. In this hands-on workshop, Amy Michelle Wiley will cover "show; don't tell" topics such as how to be descriptive without overusing adjectives and adverbs, how to avoid weak passive sentences, how to use backstory appropriately, and provide tools to bring out your characters' emotions in a real and powerful way. These techniques are helpful for fiction or creative non-fiction stories.

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CONFERENCE EXTRAS (no extra cost)

Upstanding Comedian, Timmy Boyle

All those who attended the 2010 and 2011 conferences know just how funny Timmy Boyle is, and he's back! We can't imagine a better way to start our weekend than by letting Tim take the stage and get the ball rolling.

One on One for One

Individual one hour sessions with Deb Porter to discuss your book idea, get critique, ask for editing help, or whatever else is on your mind. Space is *very* limited and appointments are essential. See your registration form to reserve a place. (Appointments will be held during workshop sessions.)

Speed Critiquing with Deb and Cori

You've heard of speed dating? Well, welcome to the world of speed critiquing as Deb and Cori sacrifice their dinner break to give your writing some very special one on one attention. This bonus session has been a hit at our previous conferences, with valuable insight and in-depth critique sheets to take home.

Don't miss out in 2013. *Spaces are limited and appointments are essential!* See your registration form to reserve your place.

Book Launch Zone

What a great way to introduce your book to potential readers. If your book has been (or will be) published between January and June, 2013, this is an excellent opportunity to promote it. Spaces are limited and must be arranged prior to the conference. See registration form for details.

Book Design Critique with TLC

Want to know if your cover design and book layout may be hiding your book's light under a bushel? We know we shouldn't judge a book by its cover, but we all do. Is your cover stopping potential readers in their tracks (then scaring them away)? A fifteen minute appointment with TLC will answer those questions and help steer you in the right direction. See your registration form to make an appointment. (Appointments will be held during workshop sessions.)