

FRIDAY SCHEDULE

- 08:00 AM** Coffee and Registration at the Wilshire Ballroom
- 09:30 AM** Welcome *by Robin Cutler* and Keynote *by Amber Vilhauer*

	WILSHIRE BALLROOM	MAPLE ROOM
10:30 AM	STOP WASTING TIME AND MONEY and Start Selling Your Work and Building Lasting Relationships! <i>David Hancock</i>	FIRST PAGE CRITIQUE. Watch in real time as agents explain what works and what does not in first pages submitted by authors at the conference. <i>Jenn Pien, Conor Smith</i>
11:30 AM	FROM FIRST IDEA TO DRAFT: A step by step process to bringing your story to life. step by step - how you can accomplish in minutes and days what would normally take weeks, months and even years to produce, all in the comfort of a nurturing and safe creative space. <i>Gregg Gonzales</i>	SELF PUBLISHING, HYBRID PUBLISHING, TRADITIONAL PUBLISHING PANEL. What does it take to go out on your own? What are the options out there? What is the right path for you? <i>Robin Cutler, David Hancock, Nancy Levin, Michael Ebling</i>
12:30 PM	Lunch on Your Own	
02:00 PM	VOICE - If you want to get published there's a secret you need to know. It's a secret few writing teachers speak about, and fewer still teach. What is this secret? Voice. Some teachers throw up their hands in exasperation and say voice can't even be defined let alone taught, but I disagree. If your writing has a true, distinctive voice, you will stop traffic. A strong and unselfconscious voice in your writing will seduce editors and agents from their busy schedules. <i>Peter Rubie</i>	THE GRIM READER. Realistic Murders, Deaths, OD's, drug scenes and the right and wrong way to kill your characters. <i>Miffie Seideman</i>
02:50 PM	BESTSELLER BOOK LAUNCH WORKSHOP at Wilshire Ballroom. In this workshop, Amber Vilhauer shares the systems and strategies she's used to create over 1,000 bestselling authors. She'll walk you through her nine-month book launch process, including how to create your platform, grow it, utilize strategic partnerships, and pull everything together in the two months leading up to launch. Get ready to go beyond strategy and dive deep into the actual systems, methods, and tactics of a successful book launch. <i>Amber Vilhauer</i>	
04:00 PM	Pitch Sessions Agents and Editors. <i>Georgia Hughes, Peter Rubie, Conor Smith, Michael Ebeling, Steve Hutson, Jenn Pien, Robin Cutler, David Hancock</i>	
05:30 - 7:00 PM	Reception and Talk - Bringing Your Story Out of the Shadows <i>by Nancy Levin</i>	

SATURDAY SCHEDULE

08:30 AM	Breakfast at the Wilshire Ballroom	
09:30 AM	Keynote <i>by Devrie Brynn Donalson</i>	
	WILSHIRE BALLROOM	MAPLE ROOM
10:30 AM	WHAT NOT TO SAY TO AN AGENT OR EDITOR. No how matter how good your story, or how awesome your execution, it might not be enough. You still have to sell this thing. Learn what to say, and (very importantly) what NOT to say, when pitching your book. <i>Steve Hutson</i>	POLISHING YOUR WORK. Preparing your manuscript before you present it to an agent. <i>Kathleen Kaiser, Leslie Lehr and Naomi Eagleson</i>
11:30 AM	PLATFORM, FOLLOWING, FANS. Do authors need to be famous to succeed? How can you get the platform agents are asking for? What good are they? Does Social Media really help? A discussion on social media and it's impact on your career. <i>Devrie Donalson & Michael Ebeling</i>	HOW TO WRITE COMPELLING AND HIGHLY READABLE NON-FICTION. <i>Jenn Pien, Connor Smith</i>
12:30 PM	Lunch Keynote - <i>Robin Cutler</i>	
01:30 PM	THE ART OF REINVENTION. For authors, reinvention is returning to the essence of who you truly are as a creative person. In this workshop, you'll learn how to consciously curate what you choose to bring into your life and your work as well as what you choose to release. Experience what's possible for your dreams and career as an author when you give yourself permission to prioritize your own needs and stand center stage in your own life. <i>Nancy Levin</i>	
02:30 PM	Closing Talk STOP WASTING TIME AND MONEY <i>by David Hancock</i>	
03:30 PM	Pitch Sessions Agents and Editors. <i>Georgia Hughes, Peter Rubie, Conor Smith, Michael Ebeling, Steve Hutson, Robin Cutler, Jenn Pien, David Hancock</i>	