

IECRWA Conference Workshop Descriptions

These time slots and descriptions are subject to change. Please check our website (<http://www.iecrwa.com/2009conference.html>) periodically for updates to this document.

9:15 -10:00	<p>Agent and Editor Panel Attend this panel of publishing professionals to find out what the current trends of the market are, what they themselves are looking for, how to best pitch your project to them, and anything else you would like to ask them about getting published and maintaining a successful career.</p>
10:15 – 11:00	<p>It's Just One Darn Thing After Another- How to turn your idea into a finished novel Join best-selling author Joan Overfield for an accelerated course in plotting your novel. Learn how to string a series of scenes into a workable plot with minimal angst, and only a little bloodshed. Joan Overfield</p> <p>ePubs Panel Authors and editors reveals everything you ever wanted to know about ePublishing, including how it's different from self-publishing and the traditional route. Come prepared with questions for this unique opportunity to learn about an upcoming and successful trend in the publishing market.</p> <p>Now where did I put that...? George Suttle presents: Finding, storing, and retrieving online information: useful skills whether you're writing nonfiction or researching background for a novel. Join us for a quick, energetic tour of two useful tools, delicious and Zotero. You won't ever need to waste time again searching for that needle-in-a-haystack web page.</p>
11:15 – 12:00	<p>Characterization: Minimum words-Maximum Impact Join Paty Jager for an informative workshop. Using quotes from Janet Burroway, Donald Maas, and Dwight Swain as well as novel, movie, and television characters and country music, we'll discuss how to use descriptions to fully develop your character in the readers mine. We'll do two hands on exercises to show our characters more in depth.</p> <p>High Impact, Low Cost Marketing: Secrets to Selling More Books Need to get more people buzzing about you and your book? Whitney Keyes can show you how. In this fast-paced, fun, informative session, you'll get a quick overview of marketing essentials before diving into creating your very own marketing action plan. Marketing doesn't have to be expensive or complicated. Learn fast ways to boost interest in your book and increase sales. Session includes tips on social networking, advertising, online marketing, and working with the media.</p> <p>Law Enforcement Panel Are you writing mystery, suspense, or thrillers? Have you ever put a crime or accident scene in your novel? Did any of your characters ever report a crime? Then you can't miss this fantastic opportunity to meet officials from different law enforcement agencies. Bring all your questions about how to authentically write about crimes and accidents.</p>

1:45 – 2:30	<p>From Book to Big Screen This workshop with Wendy Carroll is for any writer who is interested in seeing their book adapted to the screen. Summary: What do books and screenplays have in common – and not? How are books adapted to the screen? Learn story-telling techniques that work in either medium.</p> <p>Standing Out from the Crowd: 'One Sheets' Shine Chuck Lyons shows you how to make your pitch appointments count. Help agents and editors remember you and what you pitched. This workshop focuses on composing, then effectively using promotional 'One-Sheets' as part of your pitch.</p>
2:45 – 3:30	<p>Tighten That Sagging Middle This workshop with Bonnie Hamre addresses the problem areas of many tales: a great beginning, a sagging middle and a flat ending. With tips and techniques, the workshop covers plotting styles, pacing, escalating conflict, the “black moment” and spot-on conclusions.</p> <p>Shining in a Shrinking Market In this workshop geared toward writers of all levels, Traci Hall shows you how to take a motivational look at the market, playing off the four c’s of diamond terminology. Carat, cut, and clarity become career, critique, concentration and category. This interactive workshop focuses on goal making and how to be pro-active despite the many obstacles in publishing.</p>
3:45 – 4:30	<p>Synopsis and Queries Did you know most editors decide within thirty seconds whether a proposal should be rejected? Your first contact with agents and editors should be as professional as possible. Patrice Moore teaches you the do's and don'ts for writing proficient queries and synopses.</p> <p>Legal Issues for Writers: An author's guide to protecting your rights and avoiding liability Author's contracts put most, if not all, of the burden on the author to assure that the content of the novel doesn't infringe someone else's rights. It is critical for authors to understand their legal rights and potential liability. In this workshop, Teresa Bodwell focuses on the major issues every author should know about copyright basics, trademark use in fiction, defamation and related issues and the warranty clause in publishing contracts.</p>