



Tri-Valley Writers Conference
Saturday, April 22, 2017
www.trivalleywriters.org

7:30 -8:30 a.m. CHECK IN AND BREAKFAST

8:30- 8:45 a.m. WELCOME

9:00-10:30 a.m. **ESSENTIAL ELEMENTS OF WRITING—CRAFT**

Presented by **Anne Perry** (Fiction), **Victoria Zackheim** (Creative Non-Fiction/Memoir), & **Liz Koehler-Pentacoff** (Children)

Each genre of writing has its essential elements. Learn the similarities and differences between writing for fiction, non-fiction/memoir, and children audiences.

9:00-10:30 a.m. **THE MESSAGE YOU WON'T GET ELSEWHERE: TIPS FOR THRIVING IN THE PUBLISHING REVOLUTION —PUBLISHING**

Presented by **Laurie McLean - Fuse Literary**

Literary Myth: If you don't have a literary agent, you aren't a real author. FALSE! Dynamic speaker and successful agent Laurie McLean of Fuse Literary will share insights from the trenches about the revolution going on in publishing and why is it no longer impossible to get published without an agent. Through self-publishing, crowdfunding, crowdsourcing, digital-first and other publishing initiatives, for the first time ever you can go it alone and make a living as an author. Is there a place for a literary agent in your future? Perhaps. Perhaps not. And perhaps literary agents are changing as much as the industry they work in. Laurie will candidly explain the ins, outs, pluses, and minuses of publishing in this new era and beyond.

10:45-11:45 a.m.— **COLLABORATION IN WRITING BY USING YOUR STRENGTHS IN CONFLICT, PACING, & CHARACTER—CRAFT**

Updated 3/5/17

Presented by **Mark Gelineau & Joe King**

Learn how to bring out your strengths as a writer by collaborating. Also, writing conflict in your stories by creating multi-dimensional characters and the use of pacing.

10:45-11:45 a.m. **THE IMPORTANCE OF WEBSITES, BLOGS, & OTHER SOCIAL MEDIA FOR AUTHORS—MARKETING**

Presented by **Linda Lee**

We've all heard that we need a website and a social media presence as authors. Have you ever wondered what's involved in web hosting and domain names? In this session you'll receive information about how to get started online with a website, a blog, and other social media outlets, as well as valuable information about web hosting and choosing domain names..

10:45-11:45 a.m. **BOOK DESIGN OPTIONS FOR SELF-PUBLISHERS—PUBLISHING**

Presented by **Joel Friedlander**

Understanding the options available to get your book designed, formatted, and ready to print. Fonts, page layout, and vendor choices are examined for “best practices.”

12 Noon **LUNCH HOUR**

1:00-1:45 p.m. **PUT YOUR HEART ON THE PAGE—KEYNOTE**

Presented by **Anne Perry**

Anne Perry started out as a good writer, but has won greatness inch by inch by reading other authors, listening to editors and agents, and adapting techniques from other creators. Hear from an author who The New York Times has called "First Rate," and who's included in the 100 Masters of the crime genre; who's sold 25 million copies worldwide to continuing critical acclaim. What sort of a book do you really enjoy reading? The ones that keep you up until 2:00 or 3:00 in the morning, because you absolutely have to know what happens next? That's the kind of book you' want to write. Delve into your characters' lives and you'll have readers believing they are there with you. This is drama. This is story. Put your heart on the page.

2:00-3:00 p.m. **HOW POETRY CAN HELP YOUR PROSE AND VISE VERSA—CRAFT**

Presented by **Dave Denny**

Learn how to use the power of strong, concise words commonly found in poetry to improve your prose, and how your prose can paint a vivid picture for your poetry.

2:00-3:00 p.m. **AN INTRODUCTION TO EBOOK SELF-PUBLISHING—PUBLISHING**
Presented by **Jim Azevedo - Smashwords**

It's easier to self-publish an ebook than you might imagine. In this jargon-free primer to ebook self-publishing, you'll be presented an ebook publishing checklist covering everything you need to know to get started. The workshop will begin by providing an overview of the latest market trends impacting the book publishing industry, dive into the advantages of ebook self-publishing, and conclude with guidance on ebook creation, formatting, pricing, metadata, retail & library distribution, and much more. This workshop answers the questions: Why ebooks? Why self-publish?

2:00-3:00 p.m. **AUTHOR PLATFORM, BRANDING AND MONETIZATION—MARKETING**

Presented by **Joel Friedlander**

How to use your expertise to build a valuable online asset and turn your content into an amazing variety of multimedia products using the latest technology to reach the readers just waiting to find your message.

3:15-4:15 p.m.— **WRITING A COMPELLING MEMOIR—CRAFT**

Presented by **Victoria Zackheim**

You want to write those personal essays or your memoir, but how do you get started? With so many stories, people, events, where do you go? And how do you draw a reader to a story that is so personal to you? Learn how to grip readers with universal emotions.

3:15-4:15 p.m. **WORKING AND COMMUNICATING EFFECTIVELY WITH AN EDITOR—PUBLISHING**

Presented by **Annie Tucker**

The author-editor dynamic can be either tremendously rewarding or fraught with misunderstandings—and a lot of how it turns out has to do with interpersonal communication. This session will provide firsthand advice about the most effective ways for working and conversing with editors. From querying and digital etiquette to accountability and organization to what *not* to expect, participants in this discussion will emerge with a set of actionable best practices that apply to a wide range of editorial relationships.

3:15-4:15 p.m. **THE BUSINESS OF WRITING—BUSINESS/MARKETING**

Presented by Panel: **Larry Townsend (Copyright) & Bruce Raine (Accountant)**

You're a writer, now what? Learn about the business aspects of the writing world. Mr. Townsend will provide a road map for writers seeking to safeguard protection of their works and to avoid legal problems relating to copyright, defamation, rights of publicity, trademarks, and both literary agency and publishing agreements. Mr. Raine will inform writers of the necessary accounting records and tax information for writers.

4:30-5:00 p.m. WRAP UP—AWARDS AND THANK YOU.

5:00-6:00 p.m. SOCIALIZING * PRESENTER'S BOOK SALE/SIGNING * NO HOST BAR