

Friday, September 12

Alaska Pacific University
4101 University Drive, Anchorage

9:00 – 12:00	Optional Intensive: Tricia Lawrence, Agent, Erin Murphy Literary Agency. Illustrator’s Intensive: “How to Get Your Work Out There,” A nuts-and-bolts intro for artists who are great at drawing and want to get good at selling, too.
1:00 – 4:00	Optional Intensive: Jon Fine of Amazon.com. Amazon for Authors: Do you have a story to tell? Amazon offers a broad array of programs, services and tools to bring your story to the broadest possible audience worldwide, regardless of whether you are publishing on your own or through more traditional means. Learn about Kindle Direct Publishing, CreateSpace, Kindle Worlds, Audible’s Audiobook Creation Exchange, Author Central, and other programs in this special expanded workshop.
1:00 – 4:00	Optional Intensive: Lee Goodman, Author. “Publishing from Start to Finish.” After landing an agent at the 2010 Writers’ Guild Conference, Lee Goodman went on to publish his first novel, “Indefensible” with Emily Bestler Books, an imprint at Simon & Schuster. This intensive is a lightening quick start-to-finish look at the writing, editing, pitching, and publishing process intended for serious writers who maybe haven’t formally studied writing, but wish to take it seriously. The writing portion will hit the high points of voice, point of view, tense, and dialogue. The Editing and Pitching section, in a discussion format, will help attendees learn how to prepare their work for submission, and the publishing section will include Mr. Goodman’s insight on his own experience.
1:00 – 4:00	Optional Intensive: Tricia Lawrence, Agent, Erin Murphy Literary Agency. “Digging Deep into Voice” for Picture Book, Middle Grade, and Young Adult Authors. Creating characters that go beyond the ordinary and start to speak on their own.

Saturday, September 13

Crowne Plaza Hotel, Anchorage

8:00-9:00	Registration & Coffee		
9:00-9:20	Welcome & Opening Remarks		
9:20-10:20	Keynote Address: Tricia Lawrence, Agent, Erin Murphy Literary Agency “The Journey of Creativity and How to Be Brilliant”		
10:20-10:30	Break: Please Exit Ballroom for Setup		
10:30-11:30	Breakout Session 1-A Jon Fine: “Self Published—or not?” Does the term ‘self-publishing’ as we know it really exist anymore?	Breakout Session 1-B Kimiko Nakamura: “All Query, No Bite;” What can writers do to increase their chances of “getting the call”?	Breakout Session 1-C (SCBWI Track) Kaylee Davis: “MG, YA, and NA;” Which audience does your manuscript fit?
	Breakout Session 1-D: Illustrators’ Breakout (SCBWI Track/ Meet in Juno Lounge): Lucus Elliot, Illustrator/Artist: “Character Building;” How to build characters from the ground up. This session is especially for illustrators, but picture book authors may benefit too.		
11:30-12:30	Lunch with Conference Faculty		
12:30-1:30	Breakout Session 2-A Vered Mares: “The 21 st Century Publishing Process;” How, where, what, and when do I begin?	Breakout Session 2-B Jon Fine: “Building an online author platform;” Whether self, assisted, or traditionally-published, all authors need an online platform to market	Breakout Session 2-C (SCBWI Track) Tricia Lawrence: “Social Media for Kidlit Authors;” How authors can use social media to get known, get

		their works in the 21 st century.	sold, and build a career.
1:30-1:40	Break		
1:40-2:40	Breakout Session 3-A Marc Cameron: "What Makes a Thriller?" Define what sets apart the thriller novel from other genres and keeps readers turning the pages.	Breakout Session 3-B Lee Goodman: "It builds character!" Whether nonfiction or fiction, character is the heart of good writing. This session will discuss how writers bring a character from the imagination to the page.	Breakout Session 3-C (SCBWI Track) Tricia Lawrence: "Digging Deep into Voice;" An experimental writing-driven workshop to uncover the voices you have as an author.
2:40-2:50	Break: Please Exit Rooms for Setup		
2:50-3:50	Faculty Panel: Update on the Publishing Landscape with Agents Tricia Lawrence, Kaylee Davis, and Kimiko Nakamura, Jon Fine of Amazon.com, and Vered Mares of VP&D House		
3:50-4:00	Saturday Closing Remarks		
4:30-6:00	Juried Illustrator Portfolio Display and Member Book Sales & Signings		
6:00-7:30	Awards Banquet		

Sunday, September 14

Crowne Plaza Hotel, Anchorage

8:00-9:00	Registration & Coffee		
9:00-9:10	Welcome & Opening Remarks		
9:10-10:00	Keynote Address: CC Humphreys: "WORDS. WORDS? WORDS!" Exploring their power and how we as authors can maximize their effect.		
10:00-10:10	Break: Please Exit Ballroom for Setup		
10:10-11:10	Breakout Session 4-A Kimiko Nakamura: "Make Your Manuscript Sing!" A writer's voice can be likened to a fingerprint. Learn how to find your authentic voice, or simply fine-tune it.	Breakout Session 4-B CC Humphreys: "The Treatment;" How to write a pitch that will sell your book! Preparing one of the hardest things to write, but the foremost tool of an author.	Breakout Session 4-C Kaylee Davis: "Self-Editing in Science Fiction and Fantasy;" Learn about the most common writing mistakes in this genre, and how to edit them out of your work!
11:10-12:10	Genre & Critique Group Lunch		
12:10-1:10	Breakout Session 5-A Vered Mares: "Focusing on the Importance of Editing;" An editor and publisher's perspective.	Breakout Session 5-B CC Humphreys: "The Sex Scene; How Much is Too Much?" Learn the difference between a half-page quickie, full chapter consummation, and everything in between.	Breakout Session 5-C Jolene Perry: "Emotional Intensity and Description;" How to fuse the two and be aware of each to drive your story.
1:10-1:20	Break: Please Exit Rooms for Setup		
1:20-2:30	Author Panel: Lee Goodman, Jolene Perry, Basil Sands, Marc Cameron, and AdriAnne Strickland		
2:30-3:00	Closing Remarks		

PLEASE NOTE: Times, breakout sessions, and topics subject to change