

Schedule

September 17, 2022 · 9:00 A.M. – 5:30 P.M.



8:45 A.M.	REGISTRATION BEGINS
9:00 – 9:40	WELCOME & WRITING WARM-UP 9:00 – 9:30 · Creative breakout sessions 9:30 – 9:40 · Welcome & faculty intros
9:40 – 10:20	FINGER ON THE PULSE: A BOOKSELLER'S PERSPECTIVE ON WHAT MAKES BOOKS FLY OFF THE SHELF A conversation with Yi Shun Lai and the staff at More Than Words
10:20 – 10:30	BREAK
10:30 – 11:20	PIXELS TO PLATFORM: MARKETING FOR CREATIVE PEOPLE Gabriela Pereira
11:20 – NOON	PANEL: WHAT I WISH I'D KNOWN All faculty members
12:00 – 1:00	LUNCH <i>Attendees can choose to dine anywhere in the surrounding location while the bookstore layout is reset for the afternoon sessions.</i>
1:00 – 2:15	FICTION & NONFICTION TRACKS: SESSION 1 Fiction: Perfect Your Plot, Structure Your Story · Gabriela Pereira Nonfiction: How to Write and Publish a Nonfiction Book · Kerrie Flanagan Fiction Masterclass: Your Character's Character · Yi Shun Lai
2:15 – 2:30	BREAK
2:30 – 3:45	FICTION & NONFICTION TRACKS: SESSION 2 Fiction: Writing Effective Dialogue · Kerrie Flanagan Nonfiction: Crafting Pitches Magazine Editors Will Love (Really) · Toni Fitzgerald Fiction Masterclass: Your Character's Character · Yi Shun Lai
3:45 – 4:00	BREAK
4:00 – 4:30	PANEL: HELP! I NEED SOMEBODY All faculty members gather for an open Q&A with attendees
4:30 – 5:30	COCKTAIL HOUR

**This schedule is subject to change.*