

## 2009 Florida Writers Conference Workshops

Day	Time	Presenter	Type	Title
Friday	8 a.m. to noon	Robert Brown & Sharene Martin-Brown of Wylie-Merrick Literary Agency	Craft/Novel	This four-hour, interactive Signature Workshop offers attendees the opportunity to <b>practice methods for summarizing their novels</b> in one sentence, a chapter by chapter outline, and a paragraph, as well as learning procedures for incorporating what they have produced into a query letter and pitch. Some pre-conference preparation will be required to attend this workshop (novel should be accessible on a laptop computer and broken down into scenes). For questions, please contact the Workshop Facilitators.
Friday	8 a.m. to noon	John Castellano, FSB Legal Counsel	Legal	<b>Learn the Meaning and Significance of the Terms and Conditions</b> of literary agent agreements and the need for a qualified agent.,Find out about book publishing deals including what rights are generally granted to publisher, and self-publishing deals who pays for what. as well as print-on-demand situations. Learn to spot the necessary and unnecessary terms of these deals, which rights to keep and which to give away, electronic publishing and underlying literary rights in a motion picture deal. Also discussed will be ethical and legal considerations of plagiarism of another's work--understanding what constitutes crossing the line.
Friday	8 a.m. to noon	Veronica Hart - Playwright	Stage	<b>Play Writing</b> - A play is a visual story, drama, comedy, or farce--characters in conflict--told by others, which contains the basic elements of storytelling, premise and the classical conflict, climax and resolution. Most plays are limited to one or two locations. Unlike prose in which setting and behavior are described, a play depends on interpretation by the director, and character development through actors. Narrative and exposition are developed in expression, action and dialogue. For this four hour workshop, you are requested to bring along about ten pages of a work in progress. Feel free to bring your laptop. We will read a few pages of your work out loud (the number of pages depends on the number of attendees), critique it and then do rewrites, if needed.
Friday	8 a.m. to noon	Mary Ann de Stefano, Chris Hamilton	PR/Promo	Publishers are reducing costs across the board, including their publicity budgets for books. Chris Hamilton and Mary Ann de Stefano will <b>show you the ropes of blogging, Facebook, and Twitter</b> , as well as helping you use these tools together to increase your reach with readers. We'll also show you how to use the <b>FWA Network</b> to keep in touch with your fellow FWA members and leverage their support and experience to make your writing and publishing journey more fruitful.
Friday	2 p.m. to 3:15 p.m.	Molli Nickell	Pitching	<b>Pitching Your Manuscript to Receive the "YES."</b> Agents/editors constantly search for manuscripts with market potential. Learn the basics of successful pitching to boost your confidence and increase the odds of receiving a submission request. Workshop includes pitching practice with Molli Nickell, former publisher. You'll learn <i>what</i> to say and <i>how</i> to say it as you master the "Big Five" easy steps to successful pitching. Includes handout/guide to use in honing your presentation and moving forward toward getting what you want: agent/editor/contract/shelf space at Barnes and Noble.
Friday	2 p.m. to 3:15 p.m.	Vicki Hendricks, Published Author	Craft/Noir	<b>Classic Noir: Techniques for Sex and Suspense Scenes</b> - Noir or neo-noir stories and novels have been increasing in popularity since the mid-nineties; however, the current definition of noir often includes hardboiled and mystery with little distinction between the sub-genres. In this workshop, participants will learn about classic noir, specifically in the style of James M. Cain, and methods of characterization and plotting. Sex and suspense scenes will be analyzed to identify the role of subtext and to note devices that create vivid reality, fast pace, and plot complexity. Warning: Scenes containing obscene language, lewd behavior, and violence will be read and discussed.

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Friday	2 p.m. to 3:15 p.m.	James O. Born - published author	Craft/Backstory	<b>Backstory</b> is one of the most important yet most overlooked aspects of successful novels. Join Jim Born and explore effective methods from the subtlety of dialogue to the sledgehammer of a prologue, to explain how your characters arrived on the pages of your novel.
Friday	2 p.m. to 3:15 p.m.	June Weltman - published author	Children	<b>Cozy, Cool, Edgy: What's New in Kids' Mysteries</b> - Kids love mystery and suspense. Young detectives continue to solve puzzles and crimes, but some pre-teen and teen characters are being thrown into stories filled with violence, abuse and death. June Weltman is author of <i>Mystery of the Missing Candlestick</i> and a mystery writing instructor. She'll introduce you to the Edgar and Agatha award winners for children's and young adult mysteries. You'll learn about trends in characterization, story and style and receive handouts with resources on writing and publishing kids' mysteries. There will be time for discussion and questions.
Friday	3:45 p.m. to 5 p.m.	Agent/acquisition editor/publisher panel	Publishing	<b>Natanya Wheeler [Lowenstein-Yost Associates], Emily Ohanjanians [Harlequin (MIRA Books)], Elizabeth Trupin=Pulli [JET Literary Associates], Jackie Smith [A. M. Green Publishing], Lori Perkins [L. Perkins Agency], and William Reynolds [BRIO Books]</b>
Friday	3:45 p.m. to 5 p.m.	Sandra Beckwith - Beckwith Communications	PR/Promo	There's no way around it: Authors need to promote their books. Publishing house publicists don't have time to do much more than send out review copies and an announcement press release. Self-published authors don't have any support at all unless they purchase a pricy promotion package. <b>"How to Build Book Buzz"</b> will teach you how to snag priceless media attention for your book, whether it's been in stores for one week or 101 weeks. Save money on consultants and related services by learning how to zero in on your target audience and the media they read, watch and listen to; create and use the most effective publicity tool available for both fiction and nonfiction; use the most affordable and effective press release distribution services; generate priceless exposure online through virtual book tours; and maximize the single technique that will keep your book in the news for years.
Friday	3:45 p.m. to 5 p.m.	Chantelle Osman - A Twist of Karma Entertainment	Screen	A former head of development for a Hollywood production company and current owner of A Twist of Karma Entertainment gives inside tips on how to get your screenplay or book noticed by agents and producers. <b>"Knocking on Heaven's Door - How to Get Your Screenplay Noticed in Hollywood"</b> teaches you how to target the production companies that are right for your script, how to tailor your submission so it is noticed, as well as practical aspects like finding a Hollywood agent and joining the WGA. Attendees will be given sample submission letters, synopses and other sample documentation to start the process of getting your script to the top of the pile!
Saturday	7 a.m. to 8 a.m.	Jamie Morris - Woodstream Writers	Writing Workshop	<b>Early A.M. Creativity Kick Start:</b> From presenter's prompt, write, read-around, discuss
Saturday	9 a.m. to 10:15 a.m.	Dianne Ochiltree - published author	Children	<b>Writing for Kids 101</b> - Writing for children and young adults has much in common with writing for any reader: devotion to craft, creative passion, marketing savvy...and a pinch of good luck to get it published! Children's author Dianne Ochiltree will give 'newbies' an overview of the field from word counts to the submission process, and everything in between.
Saturday	9 a.m. to 10:15 a.m.	Charles Jacobs - Caros Books	PR/Promo	<b>CREATING ADVANTAGE OUT OF ADVERSITY</b> Making a living as an author is never easy. Times of economic crisis like these require us to call upon our unique creative skills to turn adversity into opportunity. To develop our own personal "Beacon to Success," this talk will show you how to use your talents to supplement your income, not by abandoning your writing career, but by calling on your expertise as an author.

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Saturday	9 a.m. to 10:15 a.m.	Julie Ann Howell - The Peppertree Press	Publishing	how to publish a manuscript from start to finish - importance of editing, content and title to ensure marketability, importance of having a marketing plan before the book is printed, key to staying organized, process for illustrations, <b>Difference Between Self-publishing and Independent-Publishing</b>
Saturday	9 a.m. to 10:15 a.m.	Rebecca Melvin - Double Edge Press	Craft/Point of View	<b>Point of View</b> is the reader's entrance into the character. The better the writer is at establishing point of view, the more easily the reader is able to embody the character for the sake of the story. We'll delve into the three different types of POV: first person, third person attached and third person omniscient, and four different ways to properly and cohesively transition from one established point of view to another. Attendees will participate in writing exercises moving characters through the five senses of see, touch, smell, hear, and taste, to interpreting other characters' actions, surmising emotions and concluding intent. A second exercise will take writers through four different processes of transitioning point of view from one character to another.
Saturday	10:45 a.m. to noon	Vicki Hendricks, Published Author	Craft/1st Page	<b>Fast Start Workshop</b> - The writer invents the rules of a story or novel on the first page, even in the first line, whether intentionally or not. These rules set up a contract with the reader. In this workshop the participants will learn about the "DNA" of the story in order to remain consistent with their own first-page rules and, at the same time, design conflict and psychological complexity to move the plot and grab the reader's attention immediately.
Saturday	10:45 a.m. to noon	M. B. Weston - published author	Craft, Plot & Structure	<b>Plot and Structure</b> - the basics of the story arc, how to use conflict to increase tension and keep the reader turning pages, how to use structure, theme and scene selection to give your story impact
Saturday	10:45 a.m. to noon	A. J. Robinson - published author	Screen	<b>Screenplay</b> - tips and tricks regarding writing a screenplay - what are the best genres to write, how to 'set the hook', development of plot and characters, what sorts of stories you can do, and which you should avoid as well as determining which of the four kinds of endings you should use.
Saturday	10:45 a.m. to noon	Rik Feeney	PR/Promo	<b>Fine Tune Your Web Site to Increase Book Sales</b> – Do you need more traffic to your web site to increase the number of books you sell online? Learn how to make your site more search engine friendly and effective using keywords, meta-tags, and page titles. Encourage repeat traffic and improve your book sales by effectively using auto-responders and make good use of newsgroups, ezines, and web-rings. Develop an affiliate program. Use offline promotion to increase traffic and increase your book sales in 2010!
Saturday	2 p.m. to 3:15 p.m.	Laura Parker Castoro - published author	Craft/Characters	<b>Diversity in Characterization</b> - greater awareness of uses of characters of diverse ethnic, racial, social, religious, sexual and/or agiest orientations in publishing, how NOT to write caricatures of people but to collect and use specific ethnic, cultural, age-appropriate, and social cues to create complex multi-dimensional characters, interactive exercises on how to use more fully aspects of multiculturalism in everyday life to broaden and strengthen characters as writers write what they already know
Saturday	2 p.m. to 3:15 p.m.	Chuck Dowling - published author	Craft/Dialogue	<b>He Said What?</b> How to write meaningful dialogue. The purposes of dialogue. Using dialogue to move the plot. How to reveal character through dialogue. How to make the story come alive. Emotions shown through dialogue. Dialogue tags. Creating moods and images through dialogue. How to edit your characters speech. What about the action surrounding the spoken words? How to coordinate the action with the words. Coordinating dialogue with character traits. "Listening" to silence and non-verbal "dialogue."

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Saturday	2 p.m. to 3:15 p.m.	June Weltman - published author	Children	<b>I've Always Wanted to Write a Kids' Mystery</b> - Here's your chance to try your hand at writing the beginning to a kids' mystery. Author, editor and writing instructor June Weltman will provide a brief overview of the variety of children's and young adult mysteries today. She'll discuss key elements to writing stories that appeal to young readers. Please bring paper and pen or laptop computer. Handouts, including a mystery writing prompt, will be provided. There will be time for students to share their writing with the group.
Saturday	2 p.m. to 3:15 p.m.	Brandi Bowles - Howard Morhaim Literary Agency	Memoirs	<b>Crafting Commercial Memoir:</b> Many people are drawn to memoir as a place to save and savor memories, insights, thoughts, feelings, experiences, and goals. That said, there's a big difference between writing for yourself, writing for therapeutic purposes, and writing for commercial publication. Commercial memoir seeks to reframe experiences <u>for a specific audience</u> , whether to teach, inspire, enlighten, or entertain. Therefore, tailoring your memoir to commercial audience is a key element to selling your book. CRAFTING COMMERCIAL MEMOIR will help you write a memoir with a unique, saleable hook, and help you find the angles within your own story that will resonate with readers, agents, and publishers alike.
Saturday	3:45 p.m. to 5 p.m.	Sandra Beckwith - Beckwith Communications	Publishing	<b>10 sure-fire tools for Building Brick-Solid Publishing Platforms</b> - More and more book publishers are looking for writers with "platforms," and they're not referring to chunky shoes. We'll talk about what platform means in book publishing circles and how anyone from an introvert to an extrovert can build a platform that is relevant and has an impact. Learn 10 specific steps you can take now to begin creating a publishing platform that will help you get the book contract you want and deserve.
Saturday	3:45 p.m. to 5 p.m.	Margie Lawson, Psychologist, Writer, International Presenter	Craft/Revision	<b>Writing Body Language and Dialogue Cues Like a Psychologist</b> - Learn how to write body language and dialogue cues from a kinesics specialist. Writers will learn how to write fresh, including Body Language Basics: facial messages, lips, eyes, full facial expression, flicker-face, dialogue cues, gestures, posture, hierarchical zones . . . Avoidance and deception cues; Four Levels of Powering Up Body Language and Dialogue Cues; Body Language and Dialogue Cues for POV and Non-POV characters; and Body Language and Dialogue Cues with Rhetorical Devices. Each teaching point will be illustrated with examples from bestselling authors. Many excerpts will be dissected and analyzed.
Saturday	3:45 p.m. to 5 p.m.	Charles Jacobs - Caros Books	PR/Promo	<b>TALKING YOUR BOOK TO SUCCESS</b> As authors, we're all comfortable talking through our computers. But when we're in front of a microphone, too many of us freeze. Yet speaking is one of the most effective tools writers can use to build their reputation and sell their books. This presentation will show you how to book speaking engagements, achieve greater comfort on the podium and maximize the benefits you will gain from your talks.
Saturday	3:45 p.m. to 5 p.m.	M. B. Weston - published author	Craft/Basics	<b>The Three Rules of Great Writing</b> - how to use strong verbs to boost prose, how to eliminate passive voice from writing, how to show, don't tell
Sunday	7 a.m. to 8 a.m.	Rik Feeney, Writing Coach/Publisher	Writing Workshop	<b>prompt-write-read--discuss freestyle writing sessions</b> uses pictures as prompts
Sunday	7 a.m. to 8 a.m.	Leslie Halpern - published author and poet, performing poet	Writing Workshop	<b>prompt-write-read--discuss freestyle writing sessions</b> uses words as prompts
Sunday	9 a.m. to 10:15 a.m.	James O. Born - published author	Craft/Realism	<b>Realism and What Drives Readers Crazy</b> - using his background in law enforcement, he covers the simple details on procedure, firearms, and simple fallacies that led to his career advising writer and TV shows about what is realistic in action stories.

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Sunday	9 a.m. to 10:15 a.m.	Chuck Dowling - published author	Craft/Characters	<b>Character Building</b> Which is more important, character or plot? What is the difference between character and plot driven stories? Which is better? Where do characters come from? How do you show character traits? This workshop is an in-depth look at characters and character development in fiction .and how they drive your plot. The course will take a look at writer's techniques, psychological factors and methods to show traits. We will learn how to "know" and to show your characters. We will look at what characteristics are needed for a protagonist, an antagonist or others in your story. How characters react to roles or situations in which they find themselves will be discussed. What "markers" or speech patterns are used to show character?
Sunday	9 a.m. to 10:15 a.m.	Laura Parker Castoro - published author	Craft/5 Senses	<b>Sensuality and the 5 Senses</b> - how to create five-sense scenes appropriate to the mood of the story, uses of comparison and contrast in compelling writing, hands-on worksheet exercises used to create a mood, a character, or an emotion by using one each of the five senses as clues
Sunday	9 a.m. to 10:15 a.m.	Rik Feeney, Writing Coach/Publisher	NonFiction	<b>Write a Non-Fiction Book in 60-Days (or less)!</b> Struggling with your writing? Just can't seem to get that book finished? Using his "Top Ten Writing System" to break a book into byte-sized chunks that are easy to accomplish, author / book coach Rik Feeney promises that anyone with the desire and determination to complete a book, can do so in sixty days - or less! Learn how to outline your book, prepare a writing schedule, defeat writer's block, and focus on a niche market that badly needs your book. Get your book started at this conference.
		James O. Born - published author	Keynote - Banquet	<b>How to Handle Rejection</b> - A talk about some of the common and uncommon comments from literary agents. Learning to use rejection letters as a tool to improve your writing.
		Bob Sanders - Mundania Press	Sunday Keynote	<b>The Future of Publishing</b>