

2011 Florida Writers Conference Workshop Schedule

Day	Time	Presenter	Type	Title
Fiction Signature Workshops				
Friday	8:00-9:45 a.m.	Vic DiGenti , award-winning author of the <i>Windrusher</i> trilogy of adventure fantasy novels; Regional Director of the Florida Writers Association. Visit his web site: www.windrusher.com .	Craft/Building Characters ALL Levels	Fiction Signature Part I: "Heroes, Mentors & Shapeshifters: Character Archetypes & the Writer's Journey" - Your characters may seem unique, but chances are they share the same elements found in the myths and stories of cultures throughout the world and throughout history. Using examples from today's films and books, Victor DiGenti, the award-winning author of the <i>Windrusher</i> series, will track the hero's journey, and demonstrates how to grow characters using Christopher Vogler's <i>The Writer's Journey</i> as a platform to help you write more powerful stories.
Friday	10:15 a.m. - Noon	Lynn Price, Editorial Director of Behler Publications , is the award-winning author of <i>Donovan's Paradigm</i> , and <i>The Writer's Essential Tackle Box</i> .	Craft/Writing Beginner/Intermediate	Fiction Signature Part II - "Back Story Bedlam - What to Use, What to Lose?" - It's a fact that Backstory can enhance or ruin a story depending on how it's used. In this workshop we will answer the questions: What is Backstory? - Is it evil? - Why use Backstory? - What to use/What to lose. Three things people will learn are: 1. The difference between backstory and fluff 2. How to write effective backstory that enhances rather than makes readers snooze 3. About the Prologue copout.
Nonfiction Signature Workshops				
Friday	8:00-9:45 a.m.	Jennie Miller Helderman, author , writes fiction and nonfiction books, short stories, magazine articles and essays. She is member of the American Society of Journalists and Authors, The Authors Guild, Atlanta Press Club, Atlanta Writers Club, and the Alabama Forum.	Craft/Narrative Nonfiction ALL Levels	Nonfiction Signature I - "When the Story Isn't Your Own" - The discussion will feature issues involved in telling someone else's story, such as when do you need the person's permission; getting the whole truth; discussion of releases, rights, libel and privacy; creative nonfiction vs. straight facts; when does the author step between the pages. Audience will: 1) learn resources and tips to verify and supplement information from interviews; 2) become aware of legal issues and learn where to find documents and professional help; 3) learn difference between journalistic reporting and creative nonfiction.
Friday	10:15 a.m. - Noon		Craft/Interviews ALL Levels	Nonfiction Signature II - "Heart and Soul of Interviews" - The presentation features interview techniques to get under the skin; how to be sensitive yet ask the sensitive question; etiquette and authority figures; ways to organize interview information; markets for interview stories. Audience will: 1) learn listening skills through practice and role-play; 2) learn etiquette in quoting authorities in their field of expertise; 3) learn methods of preserving and organizing transcripts and supplementary information.
Marketing & Publication Signature Workshops				
Friday	8:00-9:45 a.m.	Robert Brown , Publisher, Ampichellis Ebooks (www.ampichellisebooks.com) Sharene Martin-Brown , Art & Editorial Director, Ampichellis Ebooks	Epublishing ALL levels	Business of Books Part II: Publishing Signature - "Ebooks: Making History in the Publishing World" - an overview of electronic publication - its similarities and differences (including submissions and how manuscripts are formatted) to print publishing, its implications for traditional publishing and the direction the industry is taking. It will also cover advantages and disadvantages of ebooks as well as information on the different types of ebooks in the marketplace today.
Friday	10:15 a.m. - Noon	Linda terBurg , Marketing Director for Fireside Publication, Inc. She is also a children's author.	Marketing	Business of Books Part II: Marketing Signature - "Marketing: Just the Facts—ALL the Facts!" – Participants will learn a variety of marketing techniques. They will also put together a press kit and a plan for both electronic and hard mail distribution. Other discussions will include building your marketing platform.

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Friday PM Workshops				
Friday	2 p.m. to 3:15 p.m.	Dianne Ochiltree is a nationally-recognized author of books for the very young. For more information, go to www.ochiltreebooks.com .	Craft/Juvenile ALL Levels	"Every Story Tells a Picture" - In this workshop Dianne gives the basics of writing and/or illustrating a picture book manuscript. Attendees will learn how to use a simple text-and-stick-figure book dummy to check their stories for pacing/page turn; the importance of writing from a young child's perspective; and how to write picture book stories that SHOW instead of tell - in other words, creating a visual as well as text framework for telling the story.
Friday	2 p.m. to 3:15 p.m.	Vic DiGenti , award-winning author of the <i>Windrusher</i> trilogy of adventure fantasy novels; Regional Director of the Florida Writers Association. Visit his web site: www.windrusher.com .	Craft/Plot ALL	"Spicing Up the Plot" - Author Vic DiGenti cooks up a tasty gumbo using the choicest ingredients necessary for a successful novel. Gather round the table for this four-course repast that includes character development, mouth-watering dialogue, timely and unusual settings, and Point of View. All of this plus you'll have the opportunity to create your own distinctive characters and put words in their mouths.
Friday	2 p.m. to 3:15 p.m.	Veronica Helen Hart , Author and actor/director.	Marketing/Pitch & Query All Levels	"Put Your Best Foot Forward" - For everyone wishing to prepare a pitch for the agents or publishers. This workshop will cover: 1) <u>Writing your query letter</u> . What must be in your letter; what must <i>not</i> be in your letter. Attendees are encouraged to bring their own samples of query letters for discussion. We will work on creating your query letter which will serve as the foundation of your pitch. 2) <u>Practicing your pitch</u> : As time permits, we will practice a few pitches. You will learn how to zero in on what's unique and important about your work. What does the agent want to hear? What does the agent not want to hear? You'll be prepared to attend your pitch session with confidence.
Friday	3:45 p.m. to 5 p.m.	PANEL: Agents, Acquisition editors, and Publishers	Publishing	Panel Discussion and Q&A moderated by Vic diGenti. On the panel this year are Janell Agyeman, Agent with Marie Brown Associates; Robert Gussin, CEO of Oceanview Publications; Saritza Hernandez of L. Perkins Agency; Julie Ann Howell, Publisher, Peppertree Press; Kirsten Neuhaus of Kirsten Neuhaus Agency; Harley Patrick of L&R Publications (Hellgate); and Katherine Sands, Agent with Sarah Jane Freymann Literary.
Friday	3:45 p.m. to 5 p.m.	Peggy Miller , published poet and an editor with The Comstock Review.	Craft / Poetry All Levels	"Tell Me a Poem" - There is something very human, very primal, about telling a story. Authors of fiction deal with plot and character development, with beginning and middle and end. But to poets 'Tell me a may mean 'Wallow with me in emotion', or 'Tell me a secret', or 'Put me under a spell', 'Make magic'. This is the aspect of poetry we will talk about, with fabulous examples and an invitation for participants to play with such ideas.
Saturday Workshops				
Saturday	7 a.m. to 8 a.m.	Jamie Morris , Book Coach/writing workshop leader. Visit her website: www.woodstreamwriters.com .	Prose Writing Workshop All Levels	"Let's Write Prose!" – One-hour writing session: In this participation-heavy format, writers write to a prompt, and share their work aloud with the group.
Saturday	7 a.m. to 8 a.m.	Peggy Miller , published poet and an editor with The Comstock Review.	Poetry Writing Workshop All Levels	"Let's Write Poetry!" –One-hour poetry writing sessions. In this participation-heavy format, writers write to a prompt, and share their work aloud with the group.
Saturday	9 a.m. to 10:15 a.m.	Chantelle Aimée Osman , author, attorney, and owner of a script editing and consulting company, A Twist of Karma Entertainment, LLC (www.TwistofKarma.com - @TwistofKarma). She is a founding member of The Sirens of Suspense (www.SirensOfSuspense.com).	Craft / Mystery All Levels	"Unraveling the Mystery of Mysteries" - The mystery genre is one of the most popular in the world, with a readership second only to romance - and only growing in popularity thanks to television shows like Castle. Recently the genre has expanded and crossed over with historical, crime, fantasy, and even romance. Learn the elements that make a mystery, and how to break into the world of mystery writing.

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Saturday Workshops (Continued)				
Saturday	9 a.m. to 10:15 a.m.	Janell W. Agyeman, Agent , Marie Brown Associates	Craft/Genre	“What are ‘Multicultural’ Books and Why Do They Matter?” - With the recognition in recent years that cultural and ethnic minorities constitute a significant, underserved portion of the literary marketplace, savvy authors and publishers began deliberately producing books that were more inclusive of the rainbow complexions and myriad individual experiences that reflect life in America. Join agent Janell Walden Agyeman to better understand the opportunities for multicultural books today as we examine outstanding examples in the field.
Saturday	9 a.m. to 10:15 a.m.	Shelley Shepard Gray , Author-in-Residence, Award-winning and best selling Avon Inspire novelist.	Craft / Inspirational Romance All levels	“Writing the Inspirational Romance” - Attendees will learn the keys to writing inspirational romance, including: how to create fully developed heroes and heroines that are likeable, but flawed; the characters use Scripture to guide in their lives as they work/grow/struggle. Also included are: plotting the relationships; building tensions; creating the ‘dark moment’ that all romances must have; as well as other elements of the genre.
Saturday	10:45 a.m. to noon	Debora M. Coty , Speaker, columnist, and co-founder of the annual Florida Inspirational Writer’s Retreat. Visit her web site: www.deboracoty.com .	Business of Writing Novice	“10 Things a New Writer Should Know” - Come learn what to expect with a first book deal; tips for checking contract clauses; types of editing from agents to publishers; choosing an agent; dealing with rejection; networking, platform, copyright, and more. Debora’s knowledge and experience in the industry is an asset to all, and her humorous presentation style will keep all writers enthralled.
Saturday	10:45 a.m. to noon	Katherine Sands , literary agent with the Sarah Jane Freymann Literary Agency	Marketing/ Pitching All Levels	“The Reinvented Writer” - Today’s writers need to understand how to succeed and maximize their works in the new media and literary marketplace. How is work sold? How is the writer compensated? Why is the writing you do about your writing as important as the writing itself? This comprehensive session answers these questions and provides key information on many other “must know” issues.
Saturday	10:45 a.m. to noon	Eugene Orlando , CEO of Scriptor Publishing Company, Inc., is a member of FWA and an experienced workshop leader for the annual conference and numerous FWA group.	Craft / Writing All Levels	“A Sure-Fire Self-Editing Method” - This rigorous self-editing prescription is loaded with many tools to edit your own work. If followed to the letter, the information and method gained in this workshop will help you edit your work as well as any published book and could save you as much as \$1,500. Plenty of examples and hands-on practice will be offered during the session.
Saturday	2 p.m. to 3:15 p.m.	Chantelle Aimée Osman , author, attorney, and owner of a script editing and consulting company, A Twist of Karma Entertainment, LLC (www.TwistofKarma.com - @TwistofKarma). She is a founding member of The Sirens of Suspense (www.SirensOfSuspense.com).	Craft / Screenplays All levels	“How to Write that Script” - We’ve all said “that would make a great movie”, but few of us have had the nerve to sit down and try to write it. This workshop will provide the fundamentals of formatting a screenplay, as well as some basic tips on the common mistake new screenwriters make and how to avoid them.
Saturday	2 p.m. to 3:15 p.m.	Shelley Shepard Gray , Author-in-Residence & Mary Sue Seymour , The Seymour Agency	Author/Agent Relationship All levels	“Climbing to Publication” – Seminar with Best Selling Inspirational Romance Author Shelley Gray. Mary Sue and her client Shelley Gray will talk about the agent/client relationship that grew as they worked together for Shelley’s success. Hear how they met at Romance Writers of America Nationals in Denver about ten years ago. Shelley will share how she began writing for Avalon for \$1,000 a book, then switched to Harlequin American and finally to Harper Collins. As Shelley tells her story, Mary Sue will add her role in that success. The workshop will include Q&A at the end.
Saturday	2 p.m. to 3:15 p.m.	Rebecca Melvin , CEO, Double Edge Publications	Craft/POV All levels	“Point of View–Third Person Attached vs. Omniscient” - Appropriate for both beginners and advanced writers. Point of View continues to be an aspect of fiction writing that I see authors struggling with. This workshop is designed to give writers a clear understanding of the difference between Third Person Attached POV and Omniscient POV.

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Saturday Workshops (Continued)				
Saturday	3:45 p.m. to 5 p.m.	Open Mic Session, Eugene Orlando, Moderator		An opportunity for FWA members to share their work with their peers. See program for guidelines.
Saturday	3:45 p.m. to 5 p.m.	Harley Patrick, Publisher, L&R Publications/Hellgate Press	Craft/ Military Memoir	"The Military Memoir" - Many military memoir authors write, "I was born," "I went to boot camp," "I was in combat," "I retired"... "The End." They start at Point A and dutifully march to Points B, C, D--finally ending up at Point Z. Everything in chronological order, a nice, straight line. For the average reader (and acquisitions editor!), this often spells "boring" with a capital "B". Yet there is so much more to writing an engaging, unique and marketable memoir. In this workshop, we will focus on thinking about our lives, military career--and our memoir--in a non-linear fashion. We will also explore ways to begin at somewhere other than the beginning while weaving a narrative arc that is both compelling and appealing to reader and publisher alike. Attendees will learn: the importance of a narrative arc in memoir writing; how to use elements of fiction writing in a non-fiction memoir; how to create a non-linear outline.
Sunday Workshops				
Sunday	7 a.m. to 8 a.m.	Jamie Morris , Book Coach/writing workshop leader. Visit her website: www.woodstreamwriters.com .	Prose Writing Workshop All Levels	"Let's Write Prose!" – One-hour writing session: In this participation-heavy format, writers write to a prompt, and share their work aloud with the group.
Sunday	7 a.m. to 8 a.m.	Peggy Miller , published poet and an editor with The Comstock Review.	Poetry Writing Workshop All Levels	"Let's Write Poetry!" –One-hour poetry writing sessions. In this participation-heavy format, writers write to a prompt, and share their work aloud with the group.
Sunday	9 a.m. to 10:15 a.m.	Marisa Corvisiero , Agent, L. Perkins Literary	Genre / Sci-Fi, Fantasy, Paranormal All Levels	"Science Fiction, Fantasy and Paranormal - Everything You Ever Wanted to Know!" - Learn the rules of inception in this most creative genre. Will discuss everything from creating ideas and new worlds, weaving them into good plots, writing well, finding the right agent, choosing the best publisher, the market and what new trends mean, the life of a writer, and marketing science fiction, fantasy and paranormal work, to organizations and awards.
Sunday	9 a.m. to 10:15 a.m.	Mary Sue Seymour , founder of The Seymour Agency, member of the Author's Guild, the AAR, CBA, WGA, RWA.	Craft / Dialogue All Levels	"Fast Talk: Changing Narration to Dialogue" - This is an interactive workshop in which participants will use different synopses to practice turning narrative into dialogue in order to speed the pace of the action. This will be done in group and individual settings and participants will be encouraged to read their writing aloud. The goal of the workshop is for participants to understand the importance of dialogue, and creating exciting stories.
Sunday	9 a.m. to 10:15 a.m.	Kirsten Neuhaus, Agent , Kirsten Neuhaus Literary	Nonfiction Proposals All Levels	"How to Write A Great Nonfiction Book Proposal" - Nonfiction almost always sells on proposal. This workshop will cover the specific guidelines for needed components in your proposal including how to tailor your proposals based on the type of nonfiction you are writing, which includes showcasing the particular strengths of the project. This workshop will help the nonfiction author hone one of the most important elements (if not the most important element) of a submission.