

	Friday, March 31, 2012	Saturday, April 1, 2012	Sunday, April 2, 2012
7:00			
7:30		Registration / Check In / Breakfast (Included in Registration Cost)	Breakfast (Included in Registration Cost)
8:00			
8:30			
9:00		Rise of the Digital Age Author (Kristen Lamb) The publishing paradigm is changing faster than any of us can keep up. The Digital Age has opened up all kinds of opportunities, but with new opportunity comes increased competition. How can a writer stand out in a sea of “published authors?” What advantages does technology offer? What are the time-wasters? How can writers use technology to build a career for a lifetime?	Beyond the Book (Mari Mancusi) Effective author marketing goes beyond setting up a Twitter or Facebook account. A successful author can create an entire online world for readers to explore after finishing the book. From role-playing to fan fiction to setting up street teams--learn how you can keep readers living in your world between books, boosting sales, attracting lifelong fans, and keeping series momentum.
9:30			
10:00		Agent & Editor Panel - Who are they and what are they looking for?	How do you choose the genre that's right for you? (A panel with published authors and PRO writers - intended to give you a wide range of view points.
10:30			
11:00		What goes into publishing a book? What could you be missing if you jump too quickly into self-publishing? (Lindsey Faber)	Twitter for Writers (Kristen Lamb) Few social media tools are more powerful than Twitter. Unfortunately, too many writers, in trying to be “responsible little marketers” use Twitter in ways that make them no better than a spam bot. Self-promotion doesn’t have to be painful. There is good news! We are not alone! This class teaches writers how to use Twitter in ways that will increase authentic influence exponentially. Want to learn how to go viral? This class will increase the odds your content will reach the world.
11:30		Characterization Counts! A hands-on workshop. (Mari Mancusi) Learn how to create compelling characters--one of the most important elements to a novel. What makes a character interesting? Do they have to be likeable? Why should we avoid stereotypes? Attendees will use worksheets to develop their own unique characters. Optional add on for longer sessions-creating vision boards to illustrate your characters.	
12:00			Where do Press Releases and Press Kits fit? (Misa Ramirez / Entangled Publishing)
12:30			
1:00		Lunch (included in registration price)	Farewell until 2014!
1:30			
2:00			
2:30		Writer's Karma	
3:00			

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3:30		You really CAN go Back - Making the switch from adult romance to YA (Mari Mancusi) More and more romance writers are cashing in, writing young adult fiction on the side. Learn what you need to know about this lucrative market and get a crash course on the similarities and differences between the two genres from someone who has made the switch.	
4:00	Registration / Check In		
4:30		Making the Most of Your Time with Social Media (Kristen Lamb) Writers need to be in charge of their social media presence, not a slave to it. How much time is enough on social media? How many social platforms should a writer bother with? This class is all about helping writers work smarter, not harder. Social media is to support an author career, but there can be no author career if there isn't any time left over to write awesome books.	
5:00			
5:30		The Editor/Author and Agent/Author Relationship - How does it work? When do you break up? (A panel w/ Roni Loren, Sara Megibow, Nikki Duncan, Lindsey Faber)	
6:00			
6:30			
7:00	Book Signing / Featured Guest	BBQ Dinner @ Hotel - \$ Pay to eat	
7:30	Auction - Meet the authors and		
8:00	bid for a lunch with your chosen		
8:30	featured guest!		

