

2020 San Francisco Writers Conference Schedule

(Near final draft...could have changes) 1.29.20

Thursday, Feb. 13th

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|--------------|---|-----------------|
| Noon-6 pm | Registration | Hyatt Atrium |
| All Day | Quiet Writing Space | BayView Foyer B |
| 1:00-1:45 pm | Making This Your Best Writers Conference Ever (Lissa Provost) | BayView AB |
| 2:00-3:00 pm | Welcome/Meet the SFWC Team/ Success Stories/About the Indie Editors/About the Master Class Teachers (Laurie McLean, SFWC management team, Success Story attendees, Mary Knippel) | BayView AB |
| 2:30-5:30 pm | Concierge Consultations (Nina Amir, Kevin Smokler) Make appointments online at the link provided in your registration confirmation. | Seacliff Lobby |
| 3:15-4:15 pm | PLENARY SESSION - Publishing Options: Traditional, Self, Hybrid & Partner Publishing: How to Choose! (Kathy Meis, Mark Coker, Christopher Locke, Gordon Warnock. Moderator: Carla King) | BayView AB |
| 3:15-4:15 pm | Sign-ups for Master Classes, Editorial, Coaching & Marketing Consultations, Agent Conversations, Concierge Appointments | BayView Foyer A |
| 4:30-5:15 pm | BREAKOUTS | |
| | Fiction Session: Premise: Make or Break Your Story (C.S.Lakin, Jordan Rosenfeld) | Seacliff A |
| | Nonfiction Session: Craft of Writing Memoir preview (Brooke Warner) | Seacliff C |

Mktg/Biz Session: Master-pitch Theatre preview (Katharine Sands)
Seacliff D

Craft Session: Crossing Genre Lines preview (Jonathan Maberry)
Golden Gate

5:30-6:15 pm BREAKOUTS

Fiction Session: First Page Critique (Amanda Clay, Meredith Jaeger,
Heather Lazare, Monica Wesolowska) Seacliff A

Nonfiction Session: First Page Critique (Mary Rakow, Brenda Knight, Paul
S. Levine. Moderator: Gordon Warnock)
Seacliff C

Mktg/Biz Session: Find Your Tribe of Readers (Grant Faulkner, Paul
Kilpatrick, Brian Meeks. Moderator: Joey Garcia) Seacliff D

Children's/YA Session: The Dos and Don'ts of Writing YA: What Agents
Love & Hate (Karly Caserza, Jennie Kendrick, Dorian Maffei. Moderator:
Laurie McLean) Golden Gate

6:30 pm Meet up for Dinner with Harvey Hyatt Atrium

6:15-6:45 pm Master Class Check-In Seacliff Lobby

6:30-9:30 pm **MASTER CLASSES** - Registration is separate from the conference and
open to the public. Go to sfwriters.org or register during check-in if space
is available.

Master-pitch Theatre (KATHARINE SANDS) \$99 BayView AB

Building Your Author Platform: 10 Ways to Leverage Authority Marketing
to Grow A Meaningful Brand (RUSTY SHELTON) \$119 includes book.
Seacliff A

Crossing Genre Lines (JONATHAN MABERRY) \$99 Seacliff C

How to Write a Memoir that Moves Readers and Captures Publishers'
Attention (BROOKE WARNER) \$99 Seacliff D

How to Write a Page Turner: Mastering Tension on Every Page (JORDAN
ROSENFELD) \$129 includes book. Golden Gate

8:00-10:00 pm **No Host/No Pitch Night Caps in the Eclipse Bar located in the Hotel
Atrium**

Friday, Feb. 14th

8:00 am-5:00 pm Registration, Exhibitors, & Book Store Grand Ballroom Foyer

All Day Quiet Writing Space BayView Foyer B

8:00-9:00 am **Breakfast: Pub Quiz** (Andy Jones) Grand Ballroom

9:00-10:00 am **Keynote #1 JONATHAN MABERRY** Grand Ballroom

10:15 am-5:45 pm Concierge Appointments (Nina Amir, Diane Frank, Kevin Smokler) Make
appointments online at the link provided in your registration confirmation.
Seacliff Lobby

10:15 am-5:00 pm Consultations Pacific B-G

10:15-11:15 am BREAKOUTS

MEET THE FICTION AGENTS Grand Ballroom

Marketing/Biz Workshop: Develop Your Online Brand: The About Page
(Elisabeth Kauffman) BayView A

Fiction Session: Your Cast of Characters (Amanda Clay, Monica
Wesolowska, Dorothy Hearst, Tanya Egan Gibson) Seacliff A

Nonfiction Session: Craft of Writing Nonfiction (Seth Greenwald, Barbara
Santos. Moderator: Joey Garcia) Seacliff C

Mktg/Biz Session: Audiobooks for the Win! (Ransom Stephens, Kevin
Tumlinson) Seacliff D

The Year Before You Publish: Positioning Your Book for Success (Kathy
Meis-Bubish) Golden Gate

Special Youth Session with Armand Baltazar (Open to the Public by
Reservation) Pacific H

11:30 am-12:30 pm BREAKOUTS

MEET THE NONFICTION AGENTS Grand Ballroom

Marketing/ Biz Workshop: Kindness Marketing: How to Influence Others,
Establish Trust & Build Lasting Relationships (Jill Lublin) BayView A

Publisher Workshop: Publishing Popular Fiction: What Makes it
Commercial (Jodi Warshaw) BayView B

Fiction Session: Crafting High Stakes for Your Protagonist (Jordan
Rosenfeld, Meredith Jaeger, Louisa Morgan, Tanya Egan Gibson) Seacliff
A

Nonfiction Session: Self-Publishing for Nonfiction (Carla King, Chelsea
Bennett, Robin Cutler. Moderator: Stephanie Chandler) Seacliff C

Children's/YA Session: How to Write Like A Kid When You're Not
Anymore: Creating a Compelling Kidlit Voice (Mary C. Moore, Eric
Smith. Moderator: Laurie McLean) Seacliff D

Ebook Preorder and Presales Strategies to Grow Your Readership (Mark
Coker-Smashwords) Golden Gate

12:30-2:15 pm Lunch Break (On Your Own)

2:15-3:15 pm BREAKOUTS

MEET THE FICTION EDITORS Grand Ballroom

Marketing/Biz Workshop: What Happens to Your Book Inside the
Newsroom (Joey Garcia) BayView A

Fiction Session: Terrify Your Readers (Jonathan Maberry, Ransom
Stephens, Tanya Egan Gibson) Seacliff A

Nonfiction Session: Podcasting Power: Become a Guest or a Host (Mark
Coker, Carla King, Kevin Tumlinson. Moderator: Stephanie Chandler)
Seacliff C

Mktg/Biz Session: Creating a Sustainable Book Promotion Platform
(Elisabeth Kauffman, Jill Lublin, Claire McKinney) Seacliff D

Novel Approaches to Outlining and Marketing Fiction from the Women's
National Book Association-SF (Brenda Knight, Sheryl Bize-Boutte)
Golden Gate

Tech Session: Building a Bestseller Website: What you Need to Get Started
(Linda Lee) Pacific H

3:30-4:30 pm

BREAKOUTS

MEET THE NONFICTION EDITORS Grand Ballroom

Marketing/Biz Workshop: Amazon Ads for Fiction and Nonfiction Authors
(Brian Meeks) BayView A

Fiction Session: Infusing Theme into Your Story (Victoria Zackheim, Anne
Perry, Cara Black, Ransom Stephens) Seacliff A

Nonfiction Session: Nonfiction Book Deal Success Stories (Andy Ross, Liz
Kracht, Meghan Stevenson, Paul S. Levine, Peter Beren) Seacliff C

Mktg/Biz Session: Traditional Publishing is Thriving in New York and
Everywhere (Rachelle Gardner, Amber Oliver. Moderator: Katharine
Sands) Seacliff D

All About Distribution (Robin Cutler-IngramSpark) Golden Gate

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| | How to Use Self-Hypnosis in Your Writing (Suzette Standring) | Pacific H |
| 4:45-5:45 pm | BREAKOUTS | |
| | MEET THE CHILDRENS/YA EDITORS & AGENTS | Grand Ballroom |
| | Marketing/Biz Workshop: Creating the Perfect Platform (Rusty Shelton) | BayView A |
| | Marketing/Biz Workshop: Perfecting the Soundbite (Joey Garcia) | BayView B |
| | Fiction Session: Fatal Flaws of Fiction Writing (Amanda Clay, Anne Perry, Victoria Zackheim, Monica Wesolowska) | Seacliff A |
| | Nonfiction Session: Advanced Book Marketing for Influencers (Stephanie Chandler) | Seacliff C |
| | Mktg/Biz Session: Book Auctions: What Are They Really Like...a dramatization (Heather Lazare, Katharine Sands, Meghan Stevenson) | Seacliff D |
| | 10 Things to Know About Preparing Your Manuscript for Publication (Chelsea Bennett-Lulu) | Golden Gate |
| 6:00-8:00 pm | Make advance reservations for Valentine's Day dinner in San Francisco! | |
| OR 6:00 pm | Meet up for Dinner with Harvey | Hyatt Atrium |
| 6:00-7:00 pm | Practice Your Pitch Session A - Sign-up ahead in Grand Foyer | Pacific H |
| 7:00-8:00 pm | Practice Your Pitch Session B - Sign-up ahead in Grand Foyer | Pacific H |
| 8:00-11:00 pm | Jonathan Maberry's Writers Coffee House: Cookies & Coffee/Tea Served (Open to the Public) | Grand Ballroom |

Saturday, Feb. 15th

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| 8:00 am-5:00 pm | Registration (including for Poetry & Books to Screen), Exhibitors, & Book Store | Grand Ballroom Foyer |
| All Day | Quiet Writing Space | BayView Foyer B |
| 8:00-9:00 am | Breakfast: Find Your Tribe AND Scholarship Awards | Grand Ballroom |
| 9:00-10:00 am | Keynote #2 BROOKE WARNER: Embracing Your Bold Beautiful Publishing Dream | Grand Ballroom |
| 9:00-10:00 am | BREAKOUTS (Summits Begin) | |
| | Writing for Hollywood Summit - Screenwriting: Perfecting the Mechanics (Christine Conradt, EJ DeBrun, Sarah Granger, Paul Zeidman) | Seacliff D |
| | Poetry Summit Presenter Introductions: 21st Century Poetry-It's ALIVE! (Diane Frank, Joyce Jenkins, Andy Jones, Jennifer Joseph, Richard Loranger, Maw Shein Win, Moderator: Lissa Provost) | Golden Gate |
| 10:15 am-4:30 pm | Concierge Appointments (Nina Amir, Diane Frank, Kevin Smokler) Make appointments online at the link provided in your registration confirmation. | Seacliff Lobby |
| 10:15 am-5:00 pm | Consultations | Pacific B-G |
| 10:15-11:15 am | BREAKOUTS | |
| | Mktg/Biz Session: Social Media 101: The Ever-Changing Landscape and How to Make It Work for You (Claire McKinney) | BayView A |
| | Craft Session: Practicing the Craft: Veterans from The Writers Grotto present their new Lit Start series to Help You Write Action, Character, and Dialogue (w/prompts) (Connie Hale, Laurie Ann Doyle, Dorothy Hearst) | BayView B |
| | Fiction Session: Putting the Mystery in Mysteries (Cara Black, Anne Perry, Amanda Clay. Moderator: Victoria Zackheim) | Seacliff A |

Mktg/Biz Session: How to Plan Your Successful Author Career (Nina Amir) Seacliff C

Writing for Hollywood Summit - Books to Screen: Turning Books into Movies, TV and Streaming Successes (Rocky Lang, EJ DeBrun, Aya DeLeon, Jonathan Maberry, Bob Saenz, Phil Cohen) Seacliff D

Poetry Summit - Habit Breakers: Writing (on the) Outside of the Box (Richard Loranger, Joyce Jenkins) Golden Gate

Children's/YA Session: Picture This! How To Write Picture Books That Reach a Wide Audience (Pam Berkman, Monica Wesolowska) Pacific H

Tech Session: Wordpress Websites for Non-Techies: Creating a Website That Sells Books (Linda Lee) Pacific O

11:30 am-12:45 pm **Keynote #3: Lunch with WALTER MOSLEY and O.G. Rev and Lifetime Achievement Award Presentation** Grand Ballroom

1:00-2:00 pm BREAKOUTS

Mktg/Biz Session: How to Pivot Your Brand Using a Pen Name (Jodi Warshaw) BayView A

Craft Workshop: Enrich Writing with Imagery (Jordan Rosenfeld) BayView B

Fiction Session: A Sense of Place (Meredith Jaeger) Seacliff A

Nonfiction Session: Marketing & Publicity for Subject Matter Experts (Kira Ming, Kevin Tumlinson, Joey Garcia. Moderator: Stephanie Chandler) Seacliff C

Writing for Hollywood Summit - Writing for Television (Christine Conradt, EJ DeBrun, Aya DeLeon, Cali Gilbert, Jonathan Maberry, Phil Cohen) Seacliff D

Poetry Summit - Editing for You & the Reader (Andy Jones, Maw Shein Win) Golden Gate

Children's/YA Session: There's Nothing Middlin' About Middle Grade: Agents Share What's Hot & What's Not (Karly Caserza, Jennie Kendrick, Emma Sector) Pacific H

Nonfiction Session: Write a Nonfiction Book Proposal that Sells (Liz Kracht, Karla Olson, Andy Ross) Pacific O

2:15-3:15 pm

BREAKOUTS

Craft Workshop: Editing & Polishing Your Prose (Jill Roberts & Jacob Weisman) BayView B

Mktg/Biz Session: Rise and Shine! Rising to the top of a Publisher's SlushPile (CamCat Publishing's Sue Arroyo) BayView A

Fiction Session: Crafting a Compelling Protagonist (Aya DeLeon, Jordan Rosenfeld, Heather Lazare, Meredith Jaeger. Moderator: Tanya Egan Gibson) Seacliff A

Nonfiction Session: The Profitable Author: Revenue Streams for Nonfiction (Karlyn Hixson, Seth Greenwald, Kira Ming, Paul Hobday. Moderator: Stephanie Chandler) Seacliff C

Writing for Hollywood Summit - Filmmaking: Breaking Into Hollywood (Steven E. Browne, Sarah Granger, Rocky Lang, Bob Saenz) Seacliff D

Poetry Summit - Pathways to Publication (Diane Frank, Jennifer Joseph, Jim Azevedo) Golden Gate

Children's/YA Session: What Makes a Great Kidlit Series (Alec Shane, Eric Smith) Pacific H

Craft Session: Graphic Novels, When Words are Not Enough (Em Lysaght, Jonathan Maberry, Gordon Warnock) Pacific O

3:30-4:30 pm

BREAKOUTS

Fiction Session: First Page Critique, Part 2 (Dorothy Hearst, Heather Lazare, Michelle Millet, Monica Wesolowska) Seacliff A

Nonfiction Session: Harnessing the Power of Writing for Public Speaking Success (Seth Greenwald) Seacliff C

Writing for Hollywood Summit - The Business of Screenwriting (Phil Cohen, Christine Conradt, Barbara Hall, Rocky Lang, Bob Saenz) Seacliff D

Poetry Summit: Cultivating Your Market (Joyce Jenkins, Jennifer Joseph) Golden Gate

Children's/YA Session: Top 10 Truths About YA Publishing (Rachel Diebel, Sylvan Creekmore, Eric Smith, Tanya Egan Gibson, Jennifer March Soloway. Moderator: Laurie McLean) Pacific H

Mktg/Biz Session: How to Edit Like an Agent (Liz Kracht, Georgia Hughes. Moderator: Joey Garcia) Pacific O

Craft Workshop: Making Silence Part of Your Writing Practice (Mary Rakow) BayView

4:45-5:45 pm

Ask a Pro Grand Ballroom

6:00-7:00 pm

Gala Cocktail Networking Party, all-poet band COPUS performs (Open to SFWC, Poetry Summit, & Books to Screen Attendees. Guests of Attendees \$65/pay at the Conference Registration table.) Waterfront CDE & Atrium

7:00-11:00 pm

Poetry & Jazz Party Featuring the all-poet band COPUS and Poetry Summit Presenters, followed by an Open Mic hosted by Richard Loranger & Dr. Andy Jones (Open to the Public, No Host Bar) Waterfront CDE

Sunday, Feb. 16th

8:00 am-1:00 pm Registration & Exhibitors Grand Ballroom Foyer

All Day Quiet Writing Space BayView Foyer B

8:00-9:00 am **Breakfast - Announcements & Appreciation** Grand Ballroom

9:00 am -1:00 pm **Speed Dating** (Line up in BayView Foyer A no more than ½ hour before your session) Sign up and pay in advance via the link in your registration confirmation email or in person at the registration table.

9:00-10:00 am BREAKOUTS

Fiction Session: Moments of Brilliance: Three Techniques for Creating a Sticky Story (Rebecca Hunter) Seacliff A

Mktg/Biz Session: Ask Madame Counselor: Legal Clarity for Authors (Alex Tillson) Seacliff C

Mktg/Biz Session: Building Authority as an Expert (Nina Amir) Seacliff D

How to Work with a Virtual Author Assistant (Nancy Cavillones, Carla King) Golden Gate

Getting Read and Getting Fed! (Rob Weinstein, September Williams, Cedrick O'Bannon, Edward Hasbrouck, Brigid O'Farrell - National Writers Union) Pacific B

Craft Session: Writing a Realistic Crime Novel (Adam Plantinga) Pacific O

10:15-11:15 am BREAKOUTS

Fiction Session: Learn from the Masters: Techniques of the Literary Greats (Laurie Ann Doyle) Seacliff A

Craft Session: Cross-Genre Boundaries (Louisa Morgan, Meredith Jaeger, Amanda Clay) Seacliff C

Mktg/Biz Session: How to Market Your Self-Published Book...preview (Kevin Tumlinson) Seacliff D

How to Get Book Reviews and Build Buzz with your Self-Published Book
(Christopher Locke) Golden Gate

Craft Meets Commerce: Let Your Readers Help You Build a Bestseller
(Paul Kilpatrick) Pacific B

Craft Session: Story Power: From traditional folklore to personal narratives
(Kate Farrell) Pacific H

Nonfiction Session: Food, Travel, Lifestyle: How to Turn Your Adventures
into Books (Carole Bumpus, Barbara Santos. Moderator: Carla King)
Pacific O

How to Find and Work with a Freelance Editor: Tips from the Editorial
Freelancers Association (Kristen Tate) Pacific G

11:30 am-12:30 pm BREAKOUTS

Fiction Session: World-Building Past & Future (Louisa Morgan, Alex
Tillson, Ransom Stephens) Seacliff A

Fiction Session: What's Hot in Romance (Amanda Clay, Rebecca Hunter)
Seacliff C

Craft Session: Where to Begin: How to Develop and Write Your
Book...preview (Anne Perry, Victoria Zackheim) Seacliff D

How to Publish Independently without an Agent or Publisher (Mark Coker,
Robin Cutler, Kathy Meis. Moderator Carla King) Golden Gate

Book Written, Conference Attended, Notes Taken...Now What? (Darlene
Frank, Kristen Caven, Kimberly Edwards. Moderator: Carole Bumpus -
California Writers Club) Pacific G

Fiction Session: What's Missing: How Absence Can Drive Narrative
(Laurie Ann Doyle, Louise Nayer, Eleanor Vincent, Lyzette Wanzer)
Pacific H

Nonfiction Session: Rad American Women: The Phenomenon (Kate Schatz, Miriam Klein Stahl) Pacific O

1:00-1:45 pm Taking the Conference Home With You (Carla King & Laurie McLean) Seacliff A

END OF CONFERENCE

2:00-4:00 pm Dinner with Harvey, Harborview Restaurant & Bar, \$40 pre-pay at table by registration desk during conference.

1:00-6:30 pm Master Class Check-in Seacliff Lobby

2:00-5:00 pm **MASTER CLASSES** - Registration is separate from the conference and open to the public. Go to sfwriters.org or register during check-in if space is available.

Where to Begin: How to Develop and Write Your Book (ANNE PERRY & VICTORIA ZACKHEIM) \$120 Seacliff A

Emotional Mastery for Fiction Writers: How to Effectively Show Emotion in Characters and Evoke Emotion in Readers (C.S. LAKIN) \$149 Seacliff C

30-Day Author: Develop a Daily writing Discipline to Write, Edit, and Publish Your Book in a Month (KEVIN TUMLINSON) \$149 Seacliff D

WordPress 101 Bootcamp: Creating a WordPress Website and How to Use It (LINDA LEE) \$129 Suite 1740

6:00-9:00 pm **MASTER CLASSES** - Registration is separate from the conference and open to the public. Go to sfwriters.org or register during check-in if space is available.

Practicing the Craft: Veterans from The Writers Grotto present their new Lit Start series to Help You Write Action, Character, and Dialogue with writing prompts (CONNIE HALE, LAURIE ANN DOYLE) \$109 includes a Lit Start book Seacliff A

Self-Publishing Boot Camp: How to Create and Market Your
Self-Published Book (CARLA KING) \$129 includes the *Self-Publishing
Boot Camp Guide for Authors, 4th Edition* Seacliff C

Standing Out in a Sea of Slush: Tips for Crafting a Dynamite Pitch and
Opening Pages to Match (JENNIFER MARCH SOLOWAY) \$99
Seacliff D

Mastering The Art of Column Writing (SUZETTE STANDRING) \$129
includes a book. Golden Gate