2023 San Francisco Writers Conference
2-6-2023 Draft Schedule Subject to Change

Thursday, February 16th

REGISTRATION
Hyatt Atrium.................................................................Noon-6 pm

Quiet Writing Space
Bayview Foyer B.............................................................All Day

1. Making This Your Best Writers Conference Ever - Lissa Provost
Bayview AB.................................................................1:00-2:00 pm

Sign-up Help – All Free and Paid Consultation and Master Class sign-ups are online, but volunteers will be on hand to assist you.
Bayview Lobby A..........................................................2:00-6:00 pm

Concierge Consults - Nina Amir, Diane Frank, Dr. Andy Jones
Seacliff Lobby..............................................................2:00-6:00 pm

2. Welcome/Meet the SFWC Team/ Success Stories/About the Indie Editors/About the Master Classes - Laurie McLean, Tara Farquhar, Amanda Traylor, Elisabeth Kauffman, Peter Dudley, Venkat Raman, Praveena Raman, Mary Knippel, Joey Garcia, C.S. Lakin, EJ Debrun, Harvey Pawl, Katharine Sands, Phil Beauman, Rusty Shelton, Jordan Rosenfeld, Geri Spieler, Tanya Egan Gibson, Conference Success Story Guests
Bayview AB.................................................................2:15-3:15 pm
Bayview AB ........................................................................................................................................3:30-5:00 pm

Meet up for Dinner with Harvey by the fountain (details on the pink handout)
Atrium..................................................................................................................................................5:00 pm

Master Class Check-in
Seacliff Lobby.....................................................................................................................................5:30-7:00 pm

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

A Pitch Is Still A Pitch - Katharine Sands................................................................. Bayview A

How To Write, And/Or Adapt Your Book Into, A Screenplay (from a writer who has sold scripts to every major film studio) - Phil Beauman...............................................................Bayview B

High-Impact Social Media for Authors - Rusty Shelton, Page Velasquez Budde.................Seacliff A

The Importance of Writing Killer Sentences: Transform Serviceable Sentences into Arresting Prose - Jordan Rosenfeld.................................................................................................................. Seacliff B

Super Sleuthing Internet Research Skills Everyone Should Know - Geri Spieler................. Seacliff C

No Host/No Pitch Night Caps in the Eclipse Bar located in the hotel Atrium..............7:00 - 9:00 pm
Friday, February 17th

Registration, Exhibitors, & Bookstore Open
Grand Ballroom Foyer ................................................................. 8:00 am-5:00 pm

Quiet Writing Space
Bayview Foyer B ........................................................................... All Day

Welcome Breakfast with Pub Quiz - Dr. Andy Jones
Ballroom ....................................................................................... 8:00-9:00 am

Consultation Check-in
Pacific Foyer ............................................................................. 9:00 am-1:30 pm
Concierge Appointments go directly to Seacliff Foyer

BREAKOUTS ................................................................................... 9:00-10:00 am

4. Fiction Track: Weaving Theme into Your Fiction - Dos and Don'ts - Rick Mofina, Wendy Tokunaga, Cara Black, Moderator: Kristen Tatroe .............................................. Bayview B


6. Kidlit Track: Capturing the Heart of YA: Character Relationships and Development - Michael Carr, Jacquelin Cangro, Moderator: Michaela Whatnall ........................................ Seacliff A

8. Business & Marketing Track: How Every Author Can Get Ready, Get Read & Get Readers - Katharine Sands .......................................................... Seacliff C

9. Workshop: Centering and Strategizing for the Already Overwhelmed - group session with Conference Concierge Nina Amir...............................................................Seacliff D

BREAKOUTS .................................................................................................. 10:15-11:15 am

10. Fiction Track: The 3 Elements of Plot That Improve Every Story - Jordan Rosenfeld...Bayview B


12. KidLit Critique Session: Query - Michael Carr, Lisa Abellera, Melanie Figueroa........... Seacliff A

13. Nonfiction Track: Inspiring the Senses: Writing Well about Food - Steph Rodriguez, Stephanie Molina, Moderator: Elise Marie Collins.......................................................... Seacliff B


15. Kickstart Your Book: How to Do a Successful Crowdfunding Campaign - Kiffer Brown of Chanticleer .........................................................................................Seacliff D

BREAKOUTS .................................................................................................. 11:30 am-12:30 pm

16. Fiction Track: PANEL: Punching Home Your Scene in the Last Three Lines - Rick Mofina, Cara Black, Kristen Tate, Martha Engber, Moderator: Jordan Rosenfeld .................Bayview B

18. Kidlit Track: Finding Opportunities to Monetize Your Writing - Jennifer Joseph, Ying Compestine


20. Business & Marketing Track: The Unconventional Book Launch - Isidra Mencos


LUNCH ON YOUR OWN

CWC Practice Your Pitch - Session A (Jordan Bernal)
Ballroom

CWC Practice Your Pitch - Session B (Jordan Bernal)
Ballroom

BREAKOUTS

22. Fiction Track: "World" as the Heart of Your Novel - Tanya Egan Gibson


24. Kidlit Track: Words and Pictures: Writing Captivating Picture Books the Industry Wants - Ying Compestine, Monica Wesolowska, Stephanie Molina, Moderator: Laurie McLean


27. Travel as Research - Carole Bumpus, B. Lynn Goodwin, Rick Mofina, Moderator: Carla King

BREACKOUTS .......................................................................................................................... 4:30-5:30 pm


.......................................................... Bayview A

30. Kidlit Track: Publicity and Marketing: Essential and Creative Opportunities to Connect with Readers - Ying Compestine, Cristina Deptula, Moderator Kate Farrell ......................Seacliff A


32. Business & Marketing Track: Quiz Marketing for Authors - Rusty Shelton & Paige Velasquez Budde................................................................. Seacliff C

33. The Art of Brevity: Crafting the Very Short Story - Grant Faulkner .........................Seacliff D

DINNER ON YOUR OWN or Meet up for Dinner with Harvey by the fountain (details on the pink handout)

Atrium......................................................................................................................................5:30 pm

34. Keynote with Joyce Maynard - Cookie Dessert & Coffee/Tea Served........................................7:30 pm

Ballroom Doors open at 7:00, Followed by Book Signing (Bookstore Open) and Social Space until 9:00 pm.
Saturday, February 18th

Registration, Exhibitors, & Bookstore Open
Grand Ballroom Foyer ................................................................. 8:00 am-5:00 pm

Quiet Writing Space
Bayview Foyer B ................................................................. All Day

Ballroom .............................................................................. 8:00-9:00 am

Consultation Check-in
Pacific Foyer ........................................................................ 9:00 am-5:30 pm
Concierge Appointments go directly to Seacliff Foyer

BREAKOUTS .................................................................................. 9:00-10:00 am

36. Meet the Poets: Poetry Summit Presenters – Our poets will talk about what inspires them, read a poem, and offer a writing prompt. - Tongo Eisen-Martin, Kim Shuck, Prartho Sereno, Terry Ehret, Andy Jones, Moderator: Diane Frank................................................................. Bayview A

BREAKOUTS .................................................................................................................. 10:15-11:15 am

37. Fiction Track: PANEL: Crafting Reliable and Unreliable Narrators - Kristen Tatroe, Jordan Rosenfeld, Martha Engber, Julia Vee. Moderator: Jacquelin Cangro................................. Bayview B

38. Poetry: Meet the Publishers - The Journey from Poet to Author - Terry Ehret, Co-Founder, Sixteen Rivers Press; Diane Frank, Chief Editor, Blue Light Press; Lissa Provost, Founder, New Alexandria Creative Group................................................................. Bayview A

39. Kidlit Track: Publishing and the Graphic Novel Boom - Understanding the trends, marketplace, and expectations for publishing graphic novels today- Alexis Fajardo.................. Seaciff A


41. AI Interference: Its Impact & Leveraging Opportunities for Savvy Writers - Andy Jones, Robert Pimm, Moderator: Carla King................................................................. Seaciff C

42. Business & Marketing Track: How to Sell Your Memoir in the New Era of Publishing - Brooke Warner ................................................................................................................ Seaciff D

BREAKOUTS .................................................................................................................. 11:30 am-12:30 pm

43. Fiction Track: Microtension: The Secret Element That Keeps Readers Reading - C. S. Lakin ...................................................................................................................... Bayview B

44. Speaking Back to the World through Poetry - Hear what inspires our Poet Laureates, listen to their poems, and let them inspire you. - Tongo Eisen-Martin, Poet Laureate of San Francisco, Kim
Shuck, Poet Laureate Emerita of San Francisco, Prartho Sereno, Poet Laureate Emerita of Marin County .......................................................... Bayview A

45. Kidlit Track: Authenticity and Representation: Aya de León, Ying Compestine, Lisa Abellera .......................................................... Seacliff A

46. Nonfiction Track: Self-Editing Skills: How to Polish like a Pro - Jordan Rosenfeld........ Seacliff B

47. Business & Marketing Track: Pitch the Media - Steph Rodriguez, Joey Garcia, Elizabeth Gonzalez-James........................................................................................................ Seacliff C


49. Plated Lunch, Announcements, Writing Contest & Scholarship Winners
Ballroom.................................................................................................................. 12:30-1:30 pm

50. Keynote – Arielle Eckstut & David Henry Sterry of America's Next Great Author
Ballroom................................................................................................................... 1:30-3:00 pm
Followed by Book Signing in Grand Foyer by Book Store

3:15-4:15 pm

51. Fiction Track: PANEL: Working with Freelance Editors - Kristen Tate, Kristen Tatroe, Tanya Egan Gibson, Jacquelin Cangro, Moderator: Monica Wesolowska .........................Bayview B

52. Poetry Summit: Virtuoso Editing Techniques: Revision shows a love of your work. How do we get there? - Daniel J. Langton, Professor Emeritus, San Francisco State University; Terry Ehret, Sixteen Rivers Press; Diane Frank, Chief Editor, Blue Light Press ...................................... Bayview A

53. Kidlit Track: Cool Characters and Playful Plots: - The Joy of Writing Middle-Grade Series - Penny Warner........................................................................................................ Seacliff A

55. Business & Marketing Track: The Secrets to Improving Your Newsletter Open Rate & Growing Your Email List - Joey Garcia.......................................................... Seacliff C


BREAKOUTS ........................................................................................................ 4:30-5:30 pm

57. Fiction Track: The Art of Backstory: Creating Dynamic Characters through Their Past - Jacquelin Cangro .................................................................................. Bayview B

58. Poetry Summit: How to Write a Poem that is Larger Than You Are - Daniel J. Langton, Tongo Eisen-Martin, Kim Shuck, Prartho Sereno, Terry Ehret, Moderator: Diane Frank ........ Bayview A

59. Kidlit Track: How to find and meet educational objectives so you can do school presentations and get invited back. - Penny Warner, Kate Farrell ........................................... Seacliff A

60. Nonfiction Track: Choosing Your Author Support Team - Bruce Wawrzyniak, Elisabeth Kauffman, Elizabeth Gonzalez-James, Natalie Obando. Moderator: Sharon Spaulding ...... Seacliff B

61. Business & Marketing Track: Legal Issues for Authors - Robert Pimm............................. Seacliff C

62. How to Utilize IngramSpark: Insights and Best Practices - Bailey Yeager, Deon McAdoo – IngramSpark ................................................................. Seacliff D

Gala Cocktail Networking Party – bring your business cards and enjoy making new connections, your first drink is included.
Go out to dinner with new friends or stay for…

63. Poetry & Jazz - Open to the Public in the Waterfront Rooms and Atrium, Hosted by Dr. Andy Jones with Poetry readings by our Poetry Summit Presenters, followed by Open Mic (Prose Welcome) - Diane Frank, Jennifer Joseph, Daniel J Langton, Tongo Eisen-Martin, Lissa Provost, Kim Shuck, Prartho Sereno (Open to the Public, No Host Bar)

Sunday, February 19th

Registration & Exhibitors Open
Grand Ballroom Foyer ................................................................. 8:00 am-Noon

Quiet Writing Space
Bayview Foyer B ............................................................................ All Day

Ask A Pro Breakfast in the Ballroom, Announcements - Lissa Provost, Occasional Poem by Dr. Andy Jones before dismissing to sessions - Tables for: Jim Azevedo, Phil Beauman, Carole Bumpus, Kiffer Brown, Jacquelin Cangro, Michael Carr, Elise Marie Collins, Cristina Deptula, Peter Dudley, Taryn Edwards, Tanya Egan Gibson, Martha Engber, Bianca Franco, Diane Frank, Joey Garcia, B. Lynn Goodwin, Georgia Hughes, Carla King, Mary Knippel, C.S. Lakin, Maeve MacLysaught, Kendra Murray, Natalie Obando, Liz Parker, Katharine Sands, Ralph Scott, Prartho Sereno, Geri Spieler, Andrea Stewart, Tutti Taygerly, Kristen Tatroe, Bruce Wawrzyniak, Paul Zeidman, Patrick Aylward, Rachel Kerr, Deon McAdoo, Bailey Yeager
Ballroom....................................................................................... 8:00-9:00 am

Consultation Check-in
Pacific Foyer ............................................................................... 9:00 am-12:30 pm
BREAKOUTS .................................................................................................................. 9:00-10:00 am

64. Fiction Track: Revising Your Novel: Where to Start - Wendy Tokunaga ....................... Bayview B

65. Writing for Change: How Spoken Word Art Enhances Public Speaking: A Storyteller and Poet Share Tips and Techniques - Kate Farrell, Dr. Andy Jones ........................................... Bayview A

66. KidLit Critique Session: Illustrator portfolios - Gordon Warnock, Alexis Fajardo, Armand Baltazar, Moderator: Karly Dizon .................................................................................................................. Seacliff A

67. Nonfiction Track: Nonfiction Book Proposals Agents & Editors Love - Andy Ross, Georgia Hughes .................................................................................................................................................................. Seacliff B

68. Business & Marketing Track: The Six Steps of Your Audiobook Master Plan - Kendra Murray, Ralph Scott, Tutti Taygerly, Paul Bryan Roach MD USN (ret.) .......................................................... Seacliff C

69. Workshop: Last Pitch Effort - You've learned a lot this weekend and your book may have changed direction in the process. Update your pitch and let it drive your work. - Lisa Abellera .......................................................................................................................................................... Seacliff D

BREAKOUTS .................................................................................................................. 10:15-11:15 am

70. Fiction Track: How to Create Unforgettable Characters through Dynamic Exchanges - Martha Engber .................................................................................................................................................. Bayview B

71. Writing for Change Workshop: Flash Fiction in New Spaces - Sheryl Bize-Boutte, Gini Grossenbacher .................................................................................................................................................. Bayview A

73. Nonfiction Track: Expand Your Audience & Opportunities: Write, Pitch & Publish A High-Concept Personal Essay - Joey Garcia & Elizabeth Gonzales-James

74. Business & Marketing Track: How to Partner with a Publicist - Bruce Wawrzyniak


BREAKOUTS

76. Fiction Track: Sensory Elements Your Story Needs That You've Never Used - Kristen Tate, Amanda Traylor, Cara Black, Julia Vee, Moderator C. S. Lakin

77. Finding or Building Your Writing Community - Carole Bumpus, Elise Marie Collins, Natalie Obando, Moderator: Carla King

78. Kidlit Track: So You Want To Make A Graphic Novel: A look at how graphic novels get made from inception to publication - Alexis Fajardo

79. Nonfiction Track: Creating Anthologies from Idea to Publication - Mary Knippel, Geri Spieler, Diane Frank

80. Business & Marketing Track: Greenlight Your Audiobook - Kendra Murray, Ralph Scott, Andrea Stewart, Ann Richardson

82. Taking the Conference Home With You - Laurie McLean & Lissa Provost
Bayview B..........................................................12:45-1:45 pm

End of Conference

Meet up with Harvey by the fountain for Volunteer Appreciation Lunch (Everyone Welcome, details on the pink handout)
Atrium..........................................................1:45 pm

Master Class Check-in
Seacliff Lobby..........................................................12:30-2:30 pm

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

Edit Yourself into Print: Giving your work a professional Polish - Michael Carr ............... Bayview A

Why Should I Care? How to Keep Readers Invested in Your Characters and Story - Tanya Egan Gibson
..........................................................Seacliff A

Pitches with Pictures: Crafting the Graphic Novel Proposal - Maeve MacLysaght ............... Seacliff B

20 Ways to Promote Your Writing Career - Bruce Wawrzyniak ........................................ Seacliff C

Crafting Masterful Setting and Character: C.S. Lakin..................................................Seacliff D

The Art of Crafting Memorable Soundbites That Sell Books & Create Opportunities - Joey Garcia
..........................................................Boardroom B