

# Crafting the Written Word Conference 2017 PROGRAM

Sponsored by: **Arizona Authors' Association**

	Sat., February 25, 2017		Embassy Suites Biltmore		Phoenix, Arizona
TIME	TRACK 1 - Maricopa Room	Publish/Marketing/Agency	Writing	TRACK 2 - Yuma Room	FOYER
8:00am-9:30	Registration/Cont Breakfast	Coffee and Conversation	Coffee and Conversation	Registration/Cont Breakfast	Networking / Book Sales / Presenter Promos
8:30-8:45	Welcome / Introductions	Lisa Aquilina	Nancy Brehm	Welcome / Introductions	Networking / Book Sales / Presenter Promos
8:45-9:35	Crafting Query Letters	Barbara Renner	Cynthia Schwartzberg Edlow	Music and Metaphor of the Poetic Line	Networking / Book Sales / Presenter Promos
9:40-10:30	A Journey through Self-Publishing with Createspace	Laurie Marr Wasmund	Donis Casey	Crafting Mystery Novel /Building Suspense	Networking / Book Sales / Presenter Promos
10:35-11:25	Crafting the Spoken Word - Audio Books	Rich Miller	Jason Makansi	Re-engaging Readers with the Short Story Form	Networking / Book Sales / Presenter Promos
11:30-Noon	Talk About Your Book	Thelma Rea	Jane Ruby	Fact Checking for Fiction	Networking / Book Sales / Presenter Promos
<i>Noon-1:00pm</i>	<i>Lunch on Your Own</i>	<i>Lunch on Your Own</i>	<i>Lunch on Your Own</i>	<i>Lunch on Your Own</i>	<i>Networking / Book Sales / Presenter Promos</i>
1:10-2:00	Editing for Excellence & Publication	Kelly Lydick	Laurie Marr Wasmund	Remember the Craft!	Networking / Book Sales / Presenter Promos
2:05-2:55	Marketing Challenge for Independent Authors	Merle McCann	Casey Thorne	The Writer's Voice	Networking / Book Sales / Presenter Promos
2:30-3:00	<i>Afternoon Snacks</i>	<i>Afternoon Snacks</i>	<i>Afternoon Snacks</i>	<i>Afternoon Snacks</i>	<i>Networking / Book Sales / Presenter Promos</i>
3:00-3:40	Marketing Opportunities for Children's Books	Albert Monreal Quihuis	John Sandifer	Nonfiction Research	Networking / Book Sales / Presenter Promos
3:45-4:35	ID/Target Audience	Diane Phelps Budden	Peter Bernhardt	A Novelist's Best Friend	Networking / Book Sales / Presenter Promos
4:40-5:30	Energetics	Kebba Buckley Button	K. Patrick Malone	Transition from Thought to Words	Networking / Book Sales / Presenter Promos
5:30-6:00	Networking / Critiques	Networking / Critiques	Networking / Critiques	Networking / Critiques	Networking / Book Sales / Presenter Promos
<b>Regular Registration Fees, including At the Door ----- \$75 Member / \$100 Non-member</b>					