This all-day forum is designed specifically for published authors and illustrators to provide an investigative and frank look at practical matters affecting your career. Presentations from marketing experts, agents, editors, and professional colleagues will explore the many ways that writers can have a fulfilling and profitable career. There will be ample time for questions and group interaction so that ideas can be exchanged in a professional and intimate setting.

8:30am - 9:00am
WELCOME AND INTRODUCTIONS
LIN OLIVER and BONNIE BADER

9:00am - 9:45am
HOW TO MAKE A LIVING AS A WRITER
JANE FRIEDMAN – Publishing Consultant

10am - 10:30am
FINDING THE TIME, MONEY, AND SUPPORT TO PURSUE YOUR WRITING GOALS – PART 1
BRUCE HALE – Author

10:30am - 11:00am
FINDING THE TIME, MONEY, AND SUPPORT TO PURSUE YOUR WRITING GOALS – PART 2
LILLIAM RIVERA – Author

11:15am - 11:45am
SMALL GROUP DISCUSSIONS & BRAINSTORMING: PRACTICAL ADVICE AND SOLUTIONS

11:45am - 12:15pm
GROUP SHARING & DEBRIEFING

12:15pm - 1:15pm
LUNCH (on your own)

1:15pm - 2:00pm
BOOKS TO MEDIA: HOW YOUR BOOKS CAN PROVIDE CONTENT FOR THE NEW MEDIA
JULIE KANE-RITSCH – Agent, The Gotham Group
SARAH MAIZES – Vice President of Children’s Entertainment, The Jim Henson Company

2:15pm - 3:00pm
WHAT PUBLISHERS WANT FROM YOU AND WHAT YOU WANT FROM YOUR PUBLISHER
ARTHUR A. LEVINE – Founder and Publisher, Levine Querido

3:15pm - 4:00pm
SOCIAL MEDIA AND SELF PROMOTION: STRATEGIES THAT WORK
PHIL BILDNER – Author

4:15pm - 5:00pm
STRATEGIES FOR A LONG SHELF LIFE
ERIN DEALEY – Author