



Schedule

Saturday, September 23rd

9:00 a.m. – 9:30 a.m.

Welcome and Introduction

Zachary Steele, Executive Director and Founder of Broadleaf Writers

9:30 a.m. – 10:30 a.m.

Keynote Address, Mary Kay Andrews

10:45 a.m. – 11:45 p.m.

Auditorium

Y'all Gotta Know: Avoiding Clichés and Stereotypes in Southern Writing

Panelists: Mary Kay Andrew, Joshilyn Jackson, Michael Morris

Moderator: TBD

Join three bestselling and award-winning writers of Southern Fiction as they discuss how to craft original Southern characters and stories, and the pitfalls and dangers of writing to stereotype.

Conference Room

Technology, Tools, Apps, and Gadgets to Help You Write

Panelists: JD Jordan, Terra McVoy, Frank Reddy

Moderator: TBD

Ernest Hemingway wrote using paper, several number-two pencils, and a typewriter. Today, he'd be amazed and overwhelmed at the barrage of high-tech writing tools and applications at our disposal. What technology is out there today that can help you? Our panelists will talk about software, websites, apps, and gadgets that help them with a variety of writing activities such as keeping research notes, taking dictation, editing, preparing works for publication, and creating audiobooks.

12:00 p.m. – 1:00 p.m.

Auditorium

One World, One Word: Diversity in Writing

Panelists: Lynn Cullen, Joshilyn Jackson, Soniah Kamal, Laurel Snyder

Moderator: TBD

“It is time for parents to teach young people early on that in diversity there is beauty and there is strength.” ~~Maya Angelou
Join us for a special panel as writers from varying backgrounds offer their thoughts on the need for diversity in writing, and how best to achieve an authentic voice when writing from a cultural vantage that is not your own.

1:00 p.m. – 2:00 p.m.

Lunch

2:00 p.m. – 3:00 p.m.

Auditorium

Writing for Children and Teens: Finding the “Hook”

Panelists: Terra McVoy, Laurel Snyder, Ricki Schultz

Moderator: TBD

From J.K. Rowling, E.B. White, and Judy Blume to John Green and Suzanne Collins, the world of children’s and teen literature is a vast collection of stories that continues to evolve. Is there a common “hook” that captures the attention of readers? How closely should your story touch on real life, and the choices facing kids and teens? Join three writers uniquely positioned to write for younger audiences as they discuss the do’s and don’ts when writing for young readers.

Conference Room

The Villainous Motive: When Being Bad Isn’t Bad Enough

Panelists: Lynn Cullen, JD Jordan, Colleen Oakley, Susan Sands

Moderator: TBD

Light and dark, sun and storms, happiness and anger. For every up there is a down. Without a compelling villain, your hero has nothing to risk. But what truly makes a compelling villain? Writers from across genres discuss the motive of the antagonist, and why your villain must always have a purpose.

3:15 p.m. – 4:30 p.m.

Auditorium

First Pages Critique

Panelists: Peter Miller, Victoria Selvaggio, Latoya Smith

Moderator: TBD

The first page is an introduction to your story, and to your writing. To catch the eye of an agent, your first page has to be ready. Join three agents across a broad spectrum of publishing—nonfiction, kid lit, erotica, sci-fi, romance, women’s fiction—as they listen to and critique your first pages. Which pages will tantalize and intrigue? Gain invaluable insights from their gentle criticism, and learn how to craft a killer first page!

Sunday, September 24th

9:00 a.m. – 9:15 a.m.

Welcome Back

9:15 a.m. – 10:15 a.m.

Keynote Address, Peter Miller

10:30 a.m. – 11:30 a.m.

Auditorium

World Building

Panelists: Mary Kay Andrews, Michael Morris, Susan Sands

Moderator: TBD

Your world is the place your characters—and readers—will live and spend all their time. Is it vivid or vague? Fascinating or faulty? Learn the essential elements of crafting your perfect world—whether you set your stories in a fantasy landscape or right here on planet Earth. From history to geography to culture, our panelists will share their tips, advice, and secrets on how to create a world that lives and breathes on the page.

Conference Room

*Keeping it Short & Sweet: Tips on writing Essays, Short Stories,
and Other Short Pieces*

Panelists: Soniah Kamal, Colleen Oakley, Laurel Snyder

Moderator: TBD

You may have heard the classic quote “If I had more time, I would have written a shorter letter.” Short pieces seem easy. But they require a lot of hard work, craft, and art—especially if you want to get published in the hypercompetitive world of magazines and literary journals. Our panelists will talk about how they craft short pieces and how you need to approach them differently than longer pieces.

11:45 p.m. – 12:45 p.m.

To Outline or Not to Outline: That is the ... Argument

Panelists: Lynn Cullen, Joshilyn Jackson, Susan Sands

Moderator: TBD

Few writing topics raise more questions and create more debates than the subject of outlining. Should you, or shouldn't you? Join our panelists for a lively discussion about their approaches to outlining and whether outlining helps or hinders a work in progress.

Conference Room

The Life and Lessons of the Debut Author

Panelists: JD Jordan, Frank Reddy, Ricki Schultz

Moderator: TBD

After years of toiling in the dungeons of writing purgatory, the long-awaited day of publication has arrived. Now what? Three debut novelists discuss the changes being a published author has brought into their writing and personal lives, what they've learned, and what they would have done differently.

12:45p.m. – 1:45 p.m.

Lunch

2:00 p.m. – 3:00 p.m.

Auditorium

Crossing the Editing Chasm: Getting From First Draft to Publication

Panelists: Mary Kay Andrews, Soniah Kamal, Michael Morris, Frank Reddy

Moderator: TBD

Many writers enjoy writing their first drafts but stall out during the editing phase. Excited about publishing, they often submit or self-publish manuscripts that simply aren't ready. Our panelists will talk about the giant but crossable editing chasm every writer faces—full of heavy self-editing, beta readers, professional editors, edit letters, and working with agents before they feel your manuscript is ready. Even for

self-published writers, these editing tips will increase your chances of getting read by a wider audience.

Conference Room

Voice Lessons: Finding Your Voice Amongst Millions of Voices

Panelists: Terra McVoy, Colleen Oakley, Ricki Schultz

Moderator: TBD

What is an “original” voice? How can a writer find theirs in an industry with millions of voices? Can a writer’s voice benefit from reading a draft aloud? Three writers who excel in creating a memorable voice to their work offer their thoughts on how to best create a voice that befits your story.

3:00 p.m. – 4:15 p.m.

Auditorium

Rejected: Mistakes That Drive Agents Crazy

Panelists: Peter Miller, Victoria Selvaggio, Latoya Smith

Moderator: TBD

Getting too many rejections? Do you know the writing mistakes that will instantly send your manuscript into the garbage heap? Despite the potential of your writing, certain basic writing mistakes make your manuscript a non-starter for agents and editors. To avoid these elementary mistakes, learn from our panel of accomplished agents and editors who will give you the inside scoop. Their insights will help you increase the chances of an agent or editor reading your manuscript.

4:15 p.m. – 4:30 p.m.

Closing Remarks

Zachary Steele