

# *BROADLEAF WRITERS ASSOCIATION PRESENTS*

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8:50 – 9:00 a.m. ET



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## Introduction and Welcome

Room A

**Presenter:** Zachary Steele  
Broadleaf Writers Found & Executive Director

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9:00 – 10:00 a.m. ET



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## Ask the Agent: An Open Forum

Room A

**Panelists:** Josh Adams, Tracey Adams, Eric Smith, Lauren Spieller  
**Moderator:** Ashley Hearn, Peachtree Teen

From query to the sale of a manuscript, the role of the literary agent in the path of the published author cannot be understated. Yet, much of what they do, or how to get an agent at all, can leave a writer confused and uncertain. You have questions that need to be answered. Come early, be ready, ask away. Our panel of agents are ready to answer!

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10:15 – 11:15 a.m. ET



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## The Defining Line: What is Young Adult and How Much is Too Much?

Room A

**Panelists:** Mayra Cuevas, Gilly Segal, Julian Winters  
**Moderator:** Zoie Konneker, Peachtree Publishers



The Young Adult market has evolved over the past decade. What was once taboo might now be accepted and what once was accepted might now be frowned upon. Join our panelists for a defining discussion of Young Adult, what it should or should not contain, and how to capture today's teen in an authentic way.



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## Workshop #1: Writing Authentic Dialogue

Room B

**Presenter:** Mark Oshiro

Join YA and middle grade author Mark Oshiro as they share techniques and strategies to help you create compelling and realistic dialogue, no matter the genre or age group. What are common mistakes authors make? How do you craft dialogue that feels authentic and still drives the story?

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11:30 – 12:30 p.m. ET

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## The Importance of Theme

Room A

**Panelists:** Mayra Cuevas, Kimberly L. Jones, Mark Oshiro, Gilly Segal

**Moderator:** TBD



In any story, one of the most essential components is the theme. From grief to found family to finding one's true self (and so many more!), the theme is a vital emotional connection the reader needs to understand the journey your characters are taking. Our panelists will discuss their process for creating a theme and how it takes on added meaning with teen readers.



## Workshop #2: Writing Graphic Novels

Room B

**Presenters:** Rachael Allen and Vania Stoyanova

Have you ever wanted to learn how to write graphic novels? Rachael and Vania give you the tips and tricks to writing great scripts for kidlit graphic novels. From dialogue to panels, to characters and movement, they cover it all!

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12:30 – 1:30 p.m. ET

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## Lunch

It's time for a break! But you don't have to go alone. Sit and enjoy your meal with our speakers or fellow attendees. Make friends, find mentors, form writing groups, and embrace the power and importance of a writing community!

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1:30 – 2:30 p.m. ET

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## Creating Believable Characters

Room A

**Panelists:** Rachael Allen, Kimberly L. Jones, Kelly Quindlen

**Moderator:** Zoie Konneker, Peachtree Publishers



Without characters, there isn't a story to tell. So how do you build and create characters your readers will connect with? Join our panel for a discussion on the process and importance of creating characters your reader will both believe in and love.



### **Workshop #3: The Nuts & Bolts of Writing**

Room B

**Presenter:** Mayra Cuevas

In spite of what you've been led to believe, the ability to write a novel isn't instinctive or natural. Novelists aren't born, they are crafted. All the elements of story, including character, plot, and structure can be taught, learned, and mastered. And anyone with the patience, practice, and persistence to hone their craft can write a novel and eventually get published. In this workshop, you will learn about the story development process, review the most common mistakes by new writers and discuss ways to fix them. Whether you are new to writing a novel or are deep in revision trenches, this workshop will help you form a holistic overview of your manuscript and gain helpful editorial insights.

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2:45 – 3:45 p.m. ET

### **Romance and Relationships**

Room A

**Panelists:** Rachael Allen, Kelly Quindlen, Julian Winters

**Moderator:** TBD



Will they or won't they? The Love Triangle. Found Family. Parents and kids. No matter the story, our hearts pull for connection, for love, for fate to intervene and bring wayward souls together. Weaving romance into your story or focusing on the importance of relationships is a key aspect in the YA market. Learn how to create powerful connections your readers won't forget,



### **Workshop #4: A Certain Type: Developing Complex Characters Using the Enneagram**

Room B

**Presenter:** Ashley Hearn, Peachtree Teen

This workshop introduces writers to the Enneagram personality typing system which maps out nine different patterns of behavior based on how people interpret the world and manage their emotions. By delving deeper into their characters' psychology, writers can more effectively use core motivations and fears to develop more compelling characters..

4:00 – 5:00 p.m. ET

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### **YATL presents Agents vs. Authors!**

Room A

**Hosts:** Kimberly L. Jones and Vania Stoyanova

It's Agents vs Writers matching wits on all things publishing. Play a fun game with YATL's Kimberly Jones and Vania Stoyanova as they quiz their favorite industry pros on their knowledge of publishing. Anything could happen!