### Thursday, May 16

#### Workshop 1: 2:15 - 3:45
- **A - Writer's Life**: The Battle for Your Mind  
  Practical tips on sorting out truth from error.  
  Discover how you can use secular situations as opportunities to make a Christian influence.  
  Rusty Wright

- **B - Craft**: Terrific Titles  
  Titles tease. Titles sell.  
  Titles either work for or against you. So how do you create terrific titles for articles, blogs, or even books? Let's find out!  
  Susan Mathis

- **C - Fiction**: Write a Compelling "Short" Synopsis  
  It's often easier to write a chapter-by-chapter synopsis than to condense your novel into a two-page synopsis. Helpful hints on how to do it.  
  Nicola Martinez

- **D - Nonfiction**: Uncover Your Devotional Voice  
  Elements of Scripture-based devotionalists written to an anecdotal platform.  
  How to manage information, tone, and message to engage readers.  
  Scott Stewart

- **E - Publishing**: Trends  
  The entire power structure of publishing has been upended. In this brave new world the author's role is even more complex but also filled with opportunities.  
  Dave Lambert

- **F - Marketing**: Engaging Events  
  Tips for creating engaging author events from book signings to speaking events. Ways to maximize interaction, resulting in greater impact and greater sales.  
  Suzanne Kahn

- **G - Specialty**: Ghostwriting  
  Hate doing media interviews and the hoopla of conventions? Become a ghostwriter for people who are far more visible than you are, want a book, and don't have time to write.  
  Les Stolpe

#### Workshop 2: 3:30 - 4:30
- **A - Writer's Life**: The Business Side  
  Considering starting a publishing company or self-publishing? How-tos for tracking sales, invoicing, managing inventory, taxes, choosing accounting software, and more.  
  Larry Lawton

- **B - Craft**: Taming Dragons  
  An editor can be your best friend or your most challenging adversary. Learn how editors think and how to work with them without losing your sanity.  
  Tim Baker

- **C - Fiction**: Writing Flash Fiction that Sells  
  How to create a compelling story in 1,000 words or less and where to sell it.  
  Ben Erlichman

- **D - Nonfiction**: Hope to the Hurting  
  You have been called to serious work to reach a hurting world using media, publishing, and other social media. Gatherings and avenues. Be inspired and equipped.  
  Linda Evans Shepherd

- **E - Publishing**: Develop a Sales Plan  
  Start now to help editors and marketers visualize a plan to pitch your book. Learn to support your words and God's message with a workable plan that furthers the kingdom.  
  Karen Whiting

- **F - Marketing**: Effective, Efficient, Engaging Websites  
  A fast-paced tutorial with info you need to maintain an effective web presence. How to create a new site, upgrade an existing site, & connect with social media.  
  Jonathan Shank

- **G - Specialty**: How to Write for Christianity Today  
  An insider scoop on what CT's more than a dozen resources, online & print, have to offer and how to get noticed and published.  
  Allison Abboff

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### Friday, May 17

#### Workshop 4: 3:30 - 4:30
- **A - Writer's Life**: An Author's Life  
  The perspective of the author, agent, and editor during pre-agent, pre-contract, and post-contract phases on how to build your platform.  
  Greg Johnson & Jordyn Redwood

- **B - Craft**: A Love Affair With Words  
  Use but don't abuse them. Play with them, take them seriously, cherish them, listen to them, pray for them, respect them, and release them.  
  Cathy Lawton

- **C - Fiction**: Make Your Story Leap Off the Page  
  From "Show vs. Tell" to "Deep Point-of-View", learn how to develop compelling scenes, plot progression, and characters.  
  Nicola Martinez

- **D - Nonfiction**: Secrets of Successful Book Contracts  
  How to use humor effectively to attract and hold your readers and help them to remember your important points.  
  Rusty Wright

- **E - Publishing**: Negotiating Book Contracts  
  Contracts can be 3 to 19 pages. Key elements, when you have leverage, what areas may be negotiable, retaining certain rights as technology changes, more.  
  Les Stolpe

- **F - Marketing**: How Publishers Sell Books  
  Learn why a book's sales cycle starts so early, how books make it to retail shelves, how each sales channel works, and how authors can impact sales.  
  Dave Sheets

- **G - Specialty**: Writing to Reach Unbelievers  
  Learn the difference between writing for the Christian market and writing in hopes of reaching an unbeliever.  
  Terry Burns

#### Workshop 5: 2:15 - 3:45
- **A - Writer's Life**: Building Your Message Into a Ministry  
  How to get your message out in ways that will build community, a following, & even reach out into Google searches.  
  Linda Evans Shepherd

- **B - Craft**: Beginnings (and Endings)  
  Types of leads & how to recognize the right time to wrap up. Bring the 1st page of your ms for an optional in-class, anonymous critique.  
  Janet Echelman

- **C - Fiction**: Message Fiction  
  There are few things harder for a fiction writer than including a moral or ethical message. How to do justice to your message without doing violence to your fiction.  
  Dave Lambert

- **D - Nonfiction**: From Personal Experience to Published Page  
  How to build strong reader identification & show the action instead of telling about it so the story lives after the pages close.  
  Sherri Langston

- **E - Publishing**: New Technologies in Publishing  
  The tools are rapidly becoming available to everyone. What is print on demand, print to order, virtual inventory? How can authors leverage direct sales?  
  Dave Sheets

- **F - Marketing**: Blogging Basics  
  What to include, key blogging tips, a look at influential bloggers and why they are effective, how to tie your posts to promote you and your books, vlogging & more.  
  Rusty Wright

- **G - Specialty**: Being the Poet  
  Do you want to grow as a poet? Practice, professionalize, publish! Bring a working draft of your "poet's resume" and 2 to 3 original poems to share.  
  Jane Beal

#### Workshop 6: 3:30 - 4:30
- **A - Writer's Life**: Freedom to Write His Answer  
  What keeps you in bondage? Fear, unforgiveness, self-esteem issues... The solution is simple, not always easy - but simple.  
  Liz Covin Firmian

- **B - Craft**: Integrating Scripture & Life Experience  
  How can the writer achieve a balance of life experience and biblical truth to achieve effective life change?  
  Les Stolpe

- **C - Fiction**: Craft of Fantasy  
  Learn the theory and how of creating believable secondary worlds using techniques from the art of drawing and real-life geography to help visualize your other.  
  Jane Beal

- **D - Nonfiction**: Writing Articles  
  How do you make your article stand out from the others that cross an editor's desk? Why is something accepted by one editor but rejected by another?  
  Major Allen Satterlee

- **E - Publishing**: Headings Home with Marketing  
  Set writing goals, organize notes on contacts made, make plans to follow through on ideas, set a timetable for submissions and beyond.  
  Karen Whiting

- **F - Marketing**: Social Media with a Market  
  Understanding the pros and cons of Pages and Profiles, PageRank, EdgeRank, Sponsored posts, Insights, Ads, and more.  
  Bonnie Calloum

- **G - Specialty**: Citizen Writers  
  What worked and what didn't in the efforts of our forbearers to fight for social justice. What can we learn from them that will help us make a difference today. Until 3:45  
  Rick Marshall