

## 2015 WisRWA Write Touch Conference Schedule

**Friday, April 24, 2015**

12:00 - 3:00pm	<b>Pitch/Plot Bootcamp with Jade Lee, Cindy Dees, and Damon Suede</b> (by appointment, 36 slots available on a first come first serve basis)
2:00 – 3:30pm	<b>Board Meeting</b>
3:00 - 6:00pm	<b>Registration</b> (Don't forget to submit your WisRWA's Got Talent entries!)
4:00 - 6:00pm	<b>Author Dinner with USA Today and NYT Bestselling Authors</b> (50 seats available on a first come first serve basis)
6:00 - 6:30pm	<b>General Welcome Session</b>
6:30 - 7:30pm	<b>Author Q&amp;A Panel hosted by Barbara Vey</b> - open to the public
7:30 – 10:00pm	<b>Author Meet &amp; Greet</b> – open to the public
8:00 - 10:00pm	<b>Book sale and signing</b> (during Meet & Greet)

**Saturday, April 25, 2014**

8:30 - 10:00am	<b>Agent/Editor Q&amp;A Panel</b>
9:45-10:45	<b>YA Panel – part 1</b> <i>Beyond Vampires, Cheerleaders &amp; Fighting to the Death:</i> Young Adult literature is HOT right now! It seems like everywhere you turn in the media someone's got an opinion about it--what it is, who should read it, and if it's any good. But is there more to it than sparkly vampires and post-apocalyptic reality shows? Our panel of YA writers digs into the genre.
10:45 - 11:30am	<b>YA Panel – part 2</b> <i>The YA Marketplace:</i> Stick with our panel of experts and they discuss who is reading YA, what's selling, and where. How do you reach teen readers? What's hot? What's not? Find out here!
1:15am - 2:15pm	<b>Workshop led by Sara Megibow</b> <i>Topic TBA</i>
2:30 - 3:30pm	<b>Amy Reichert</b> <i>How to Kill Your Darlings:</i> Learn how to identify beginner writing mistakes, like too much exposition, dull word choices, and learn strategies for adding more spark.
3:30pm - 4:30pm	<b>Barbara Vey Book Sale</b> – open to the public

4:30 – 5:45pm	<p style="text-align: center;"><b>WisRWA's Got Talent!</b></p> <p>Get ready for a no-holds barred talent show! Submit your first page (anonymously of course!) for our panel of agents and editors to give you their gut reactions. Will you get rave reviews or the Simon Cowell treatment? This workshop is always a blast!</p>
7:00pm	<p style="text-align: center;"><b>Awards Party</b></p> <p style="text-align: center;"><i>Put on your party clothes and celebrate WisRWA!</i></p>
All Day	<p>There will be a work room open for brainstorming, writing sprints, and coaching from 10:00am – 7:00pm</p>

**Sunday, April 26, 2015**

8:15 - 8:30am	<p style="text-align: center;"><b>State of WisRWA</b></p>
8:30 - 10:30am	<p style="text-align: center;"><b>Mary Buckham</b></p> <p style="text-align: center;"><i>The 8 Elements of Primal Branding:</i></p> <p>Examining the 7 codes of primal branding and how they impact how we all choose a book, where we eat or what we buy. You'll never look at branding the same way.</p>
10:45am - 12:45pm	<p style="text-align: center;"><b>Mary Buckham</b></p> <p style="text-align: center;"><i>Down and Dirty Ways to Create Stronger Characters:</i></p> <p>Learn to create characters who are the same but different, to move beyond stereotypes, to make characters who resonate with readers, and how to put your characters in conflict.</p>
1:00pm	<p style="text-align: center;"><b>Closing Remarks and Send-Off</b></p>

\*Note that the schedule is subject to change.