

20th Annual Florida Writers Conference
October 14 - 17, 2021

#	Time	Track	Workshop or Event Name	Presenter	Room
Thursday, October 14, 2021					
	8:00 AM - 9:00 AM	Celebrity Day Registrants	Continental Breakfast	Melody Dean Dimick	Crystal E
	8:00 AM - 11:00 AM		Bookstore Open for Drop-off		Capitol
	9:00 AM - Noon	Celebrity Day Registrants	Finding & Working with Your Perfect Agent	Joyce Sweeney	Crystal E
	Noon - 1:00 PM		Lunch: Celebrity Day Registrants, Paid Pitch Training Attendees, and Volunteers Only	Melody Dean Dimick, Linda Kraus	Crystal CD
	1:00 PM - 8:00 PM		Bookstore Open		Capitol
	1:00 PM - 4:00 PM		Volunteer Training	Chrissy Jackson	Crystal AB
	1:00 PM - 4:00 PM	Sign-up Required	Elevator Pitch Training	Bob Lucas	Crystal D
	1:00 PM - 4:00 PM	Celebrity Day Registrants	Finding & Working with Your Perfect Agent	Joyce Sweeney	Crystal E
	4:00 PM - 5:00 PM		Book Signing, Florida Writer of the Year	Joyce Sweeney	Capitol
	5:00 PM - 6:00 PM		Dinner: Paid Pitch Training Attendees & Volunteers Only	Chrissy Jackson	Crystal AB
	6:00 PM - 8:00 PM		Silent Auction Open for Bids		Dogwood
	6:00 PM - 8:00 PM		Florida Writers Conference Registration Open		Board Room
	6:00 PM - 7:45 PM	Faculty Only	Faculty Orientation & Dinner	Chrissy Jackson	Royal Palm
	7:00 PM - 7:30 PM		Conference Welcome & Announcements	Rick Bettencourt, Chrissy Jackson	Crystal ABCDE
1	7:45 PM - 9:15 PM	Craft: Character/Dialogue	Creating Compelling Character Arcs	Jade Kerrion	Crystal AB
2	7:45 PM - 9:15 PM	The Silver Stage	Pre-Writing Your Screenplay	Michael Tabb	Crystal C
3	7:45 PM - 9:15 PM	Marketing	The Seven Touches of Author Marketing	E.J. Wenstrom	Crystal D
4	7:45 PM - 9:15 PM	Business	The Writing Life: Hacks, Tips, and Solutions	Elle Andrews Patt	Crystal E
P1	7:45 PM - 9:15 PM	Publishing	Meet the Agents	Panel of Agents	Royal Palm
5	7:45 PM - 9:15 PM	Craft: Technical Aspects	Pacing for Maximum Reader Engagement	Carol J. Post	Amphitheater
6	7:45 PM - 9:15 PM	Craft: Plot Development	Downriver Writing: A Natural Approach to Storytelling, Part 1	Jane A. McLachlan	Chambers
7	7:45 PM - 9:15 PM	Science Fiction/Fantasy	When Does Science Fiction Stumble into Fantasy?	Arthur Doweyko	Congressional

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Friday, October 15, 2021					
	6:00 AM - 7:00 AM		Writing Sprints	Elaine Person	Chambers
	6:30 AM - 5:30 PM		Conference Registration Open		Board Room
	7:00 AM - 6:00 PM		Bookstore Open		Capitol
	7:00 AM - 7:45 AM		Genre Breakfast, RPLA Success Stories, and Announcements	Chrissy Jackson	Crystal ABCDE
	8:00 AM - 7:00 PM		Silent Auction Open for Bids		Dogwood
	8:00 AM - 5:00 PM		Interviews by Appointment		Barron
	8:00 AM - 8:45 AM		Joyce Sweeney Interviews Alma Fullerton		Crystal ABCDE
	9:00 AM - 10:00 AM		Book Signing, Florida Writer of the Year	Alma Fullerton	Capitol
9	9:00 AM - 10:00 AM	Craft: Technique/Creativity	Diversity Done Right	Elle E. Ire	Crystal AB
8	9:00 AM - 10:00 AM	Business	Speed Networking	Bob Lucas	Crystal C
25	9:00 AM - 10:00 AM	The Silver Stage	Playwright 101	Veronica H. Hart	Crystal D
10	9:00 AM - 10:00 AM	Craft: Technical Aspects	Adapting the Product Development Process for Writing	A. K. Snyder	Crystal E
11	9:00 AM - 10:00 AM	Action & Suspense	How to Write Realistic Undercover Operations	Dana Ridenour	Royal Palm
P2	9:00 AM - 10:00 AM	Marketing	They Absolutely ARE Judging Your Book by Its Cover!	Panel	Amphitheater
12	9:00 AM - 10:00 AM	Poetry	Exploring Spoken Word Poetry	Joe Cavanaugh	Chambers
13	9:00 AM - 10:00 AM	Potpourri	Getting Creative in Writing Local History	Erwin Wunderlich	Congressional
79	10:15 - 11:30 AM	Marketing	Twitter Pitch for Dummies	Bria Burton	Crystal AB
14	10:15 - 11:30 AM	Marketing	Author Brand: It's All About You	Rod Martinez	Crystal C
15	10:15 - 11:30 AM	The Silver Stage	Understanding the Mind of a Film Producer	Keith Payson	Crystal D
16	10:15 - 11:30 AM	The Shorts	Blogging Made Perfect	Nancy J. Cohen	Crystal E
17	10:15 - 11:30 AM	Craft: Technique/Creativity	Legacy of the Magic Pencil	Mary Potter Kenyon	Royal Palm
P3	10:15 - 11:30 AM	Marketing	I've Been on Amazon a Year and I've Sold Three Books...	Panel	Amphitheater
18	10:15 - 11:30 AM	Marketing	Social Strategy: Platforms and Online Presence	Sarah Penner	Chambers
19	10:15 - 11:30 AM	Business	Avoiding Common Publishing Contract Traps, Pt 1	Anne Dalton, Esq.	Congressional
	11:45 AM - 1:30 PM		Lunch: Collection & Volunteer Recognition	Rick Bettencourt, Marina Brown, Chrissy Jackson	Crystal ABCDE
20	1:45 PM - 2:45 PM	Marketing	Mailing List and Newsletters 101	Jade Kerrion	Crystal AB

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#	Time	Track	Workshop or Event Name	Presenter	Room
21	1:45 PM - 2:45 PM	Action & Suspense	An Eye for Murder	JC Gatlin	Crystal C
22	1:45 PM - 2:45 PM	Poetry	What is New Age Poetry?	Joe Cavanaugh	Crystal D
23	1:45 PM - 2:45 PM	Craft: Technical Aspects	Using and Breaking Writing Rules	Elle E. Ire	Crystal E
24	1:45 PM - 2:45 PM	Business	Query Letters: The Artful Work of Nonfiction	Julie Murphy	Royal Palm
P4	1:45 PM - 2:45 PM	Marketing	Can an Author Survive Without Social Media?	Panel	Amphitheater
81	1:45 PM - 2:45 PM	Science Fiction/Fantasy	Laser-Focused First Page	Bria Burton	Crystal AB
26	1:45 PM - 2:45 PM	Potpourri	You Be the Judge, Part 1	Veronica H. Hart	Congressional
27	3:00 PM - 4:00 PM	Marketing	Basics of Facebook Marketing	Elle Andrews Patt	Crystal AB
28	3:00 PM - 4:00 PM	Business	Capitalize on Your Writing	Bob Lucas	Crystal C
29	3:00 PM - 4:00 PM	Craft: Technique/Creativity	Your High Concept	Ben Wolf	Crystal D
30	3:00 PM - 4:00 PM	Craft: Technical Aspects	Fundamentals for Beginners	Charis Crowe	Crystal E
31	3:00 PM - 4:00 PM	The Silver Stage	Playwriting	Joyce Sweeney	Royal Palm
P5	3:00 PM - 4:00 PM	Craft: Character/Dialogue	Can a Man Write Believable Female Characters?	Panel	Amphitheater
32	3:00 PM - 4:00 PM	Craft: Plot Development	Downriver Writing: A Natural Approach to Storytelling, Part 2	Jane Ann McLachlan	Chambers
33	3:00 PM - 4:00 PM	Action & Suspense	Understanding Firearms	Raymond Wooster	Congressional
	4:15 PM - 4:30 PM		Door Prize Drawings & Trivia	Arielle Haughee, Tami Lowe	Crystal ABCDE
34	4:30 PM - 5:30 PM	Marketing	Book Marketing on a Budget	Nancy J. Cohen	Crystal AB
35	4:30 PM - 5:30 PM	Science Fiction/Fantasy	What a World, What a World ...	Laura E. Perez	Crystal C
36	4:30 PM - 5:30 PM	The Silver Stage	Writing the Show Bible for TV and More	Michael Tabb	Crystal D
37	4:30 PM - 5:30 PM	Poetry	Writing Poetry	Elaine Person	Chambers
P6	4:30 PM - 5:30 PM	Craft: Technique/Creativity	I'm a Pantser... I'm an Outliner ...	Panel	Amphitheater
80	4:30 PM - 5:30 PM	Science Fiction/Fantasy	Ancient Archeology and Ancient Aliens	Arthur Doweyko	Crystal E
39	4:30 PM - 5:30 PM	Publishing	Indie Audio: Worth the Work?	A. K. Snyder	Congressional
	5:30 PM - 6:15 PM		Collection #13 Book Signing	Chrissy Jackson, JC Gatlin	Crystal AB
	5:30 PM - 6:15 PM		Collection #12 Book Signing	Chrissy Jackson, JC Gatlin	Crystal C
	5:30 PM - 6:15 PM		Book Signings	Elaine Senecal	Capitol & Foyer
	6:15 PM - 7:00 PM		Welcome Reception	Chris Hamilton	Royal Palm
	7:00 PM - 7:45 PM		Welcome Dinner	Chrissy Jackson, Melody Dean Dimick	Crystal ABCDE
	7:45 PM - 8:15 PM		Keynote Speaker	Alma Fullerton	Crystal ABCDE

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	8:30 PM - 10:00 PM		Royal Palm Theater	Chrissy Jackson, Mark Newhouse, Keith Newhouse	Crystal ABCDE
	8:30 PM - 10:00 PM		Poetry Slam	Melody Dean Dimick	Royal Palm
	8:30 PM - 10:00 PM		Open Mic	JC Gatlin	Amphitheater
Saturday, October 16, 2021					
	6:00 AM - 7:00 AM		Writing Sprints	Elaine Person	Chambers
	6:30 AM - 5:30 PM		Registration Open		Board Room
	7:00 AM - 6:00 PM		Bookstore Open		Capitol
	7:00 AM - 7:45 AM		Genre Breakfast & Author Moveable Feast	Joanne Sinchuk, Sue Wilder, Bob Lucas,	Crystal ABCDE
	8:00 AM - 5:00 PM		Interviews by Appointment		Barron
	8:00 AM - 7:00 PM		Silent Auction Open for Bids		Dogwood
40	8:00 AM - 8:45 AM	Science Fiction/Fantasy	Seven Standards for Short SpecFic	Bria Burton	Crystal AB
	8:00 AM - 8:45 AM		Alma Fullerton Interviews Joyce Sweeney		Crystal CDE
	8:00 AM - 8:45 AM	Florida Writers Youth	Continental Breakfast	Mark Newhouse, Michael Farrell, Paula Feuerstein	Royal Palm
	8:45 AM - 9:00 AM	Florida Writers Youth	Welcome	Mark Newhouse	Royal Palm
	9:00 AM - 9:45 AM	Florida Writers Youth	Monsters and Villains We Love to Hate	Arthur Doweyko	Royal Palm
41	9:00 AM - 10:00 AM	The Silver Stage	The Changing Landscape of Script Sales	Keith Payson	Crystal AB
42	9:00 AM - 10:00 AM	Craft: Plot Development	Mind-Mapping for Writers	Mary Potter Kenyon	Crystal C
43	9:00 AM - 10:00 AM	Craft: Technique/Creativity	Lessons on Writing Tension from Harry Potter	Julie Murphy	Crystal D
44	9:00 AM - 10:00 AM	Action & Suspense	Dispelling the Myths of the FBI	Dana Ridenour	Crystal E
	9:00 AM - 10:00 AM		Book Signing, Florida Writer of the Year	Joyce Sweeney	Capitol
P7	9:00 AM - 10:00 AM	Craft: Technical Aspects	Writing with Technology	Panel	Amphitheater
45	9:00 AM - 10:00 AM	Publishing	Misadventures & Mistakes in Audiobooking	A. K. Snyder	Chambers
46	9:00 AM - 10:00 AM	Business	Start Selling Your Books Locally	Erwin Wunderlich	Congressional
	10 - 10:45 AM	Florida Writers Youth	Making It as a Professional Writer	Bob Lucas	Royal Palm
47	10:15 - 11:30 AM	Publishing	The Big-Win Opportunities of Small Press	E. J. Wenstrom & Em Shotwell	Crystal AB
48	10:15 - 11:30 AM	Marketing	Book Reviews and ARC Teams 101	Jade Kerrion	Crystal C
49	10:15 - 11:30 AM	The Shorts	Writing Flash Fiction that Sells	Ben Wolf	Crystal D

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50	10:15 - 11:30 AM	Craft: Technique/Creativity	Using Moral Dilemma to Enhance Stories	Jane Ann McLachlan	Crystal E
P8	10:15 - 11:30 AM	The Silver Stage	The Silver Stage	Panel	Amphitheater
51	10:15 - 11:30 AM	Action & Suspense	Survival Basics	Raymond Wooster	Chambers
59	10:15 - 11:30 AM	Poetry	A Cup of Wine, a Crust of Bread	Joe Cavanaugh	Congressional
	11:00 AM-11:45 AM	Florida Writers Youth	The Pixar Method	Charis Crowe	Royal Palm
	11:45 AM - 1:30 PM		Luncheon: Youth RPLA & Collection Recognition Florida Writers Membership Meeting	Chris Coward, Mark Newhouse	Crystal ABCDE
	1:00 PM - 1:30 PM		Florida Writers Youth Book Signing	Mark Newhouse	Capitol
	1:45 - 2:30 PM	Florida Writers Youth	The Case of the Stolen Song	Anne Dalton, Esq.	Royal Palm
53	1:45 PM - 2:45 PM	Publishing and The Shorts	A Year of Author Podcasting	E.J. Wenstrom & Em Shot	Crystal AB
54	1:45 PM - 2:45 PM	Craft: Character/Dialogue	Character Kickstart 2.0	Rod Martinez	Crystal C
55	1:45 PM - 2:45 PM	Craft: Technique/Creativity	Writing Sex Scenes for the Timid and the Bold	Elle E. Ire	Crystal D
56	1:45 PM - 2:45 PM	Craft: Technical Aspects	The Writing Life: Hacks, Tips and Solutions	Elle Andrews Patt	Crystal E
P9	1:45 PM - 2:45 PM	Publishing	Beyond the Book	Panel	Amphitheater
57	1:45 PM - 2:45 PM	Marketing	Author Websites – A Necessary Evil?	Laura E. Perez	Chambers
58	1:45 PM - 2:45 PM	The Silver Stage	You Be the Judge, Part 2	Veronica H. Hart	Congressional
	2:45 PM - 3:30 PM	Florida Writers Youth	Meet the Agents	Cate Hart, Eric Smith, Kaitlyn Johnson	Royal Palm
38	3:00 PM - 4:00 PM	Potpourri	Writing to Win	Arielle Haughee	Crystal AB
60	3:00 PM - 4:00 PM	Business	Tools for Finding & Querying Agents	Sarah Penner	Crystal C
61	3:00 PM - 4:00 PM	Craft: Character/Dialogue	The Craft of Writing Dialogue	Julie Murphy	Crystal D
62	3:00 PM - 4:00 PM	Publishing	The Gong Show	Panel	Crystal E
P10	3:00 PM - 4:00 PM	Science Fiction/Fantasy	Building a Fictional World	Panel	Amphitheater
63	3:00 PM - 4:00 PM	The Shorts	Article Writing 101	Erwin Wunderlich	Chambers
64	3:00 PM - 4:00 PM	Action & Suspense	Clearing a Room	Raymond Wooster	Congressional
	3:45 PM - 4:30 PM	Florida Writers Youth	Meet the Celebrities	Alma Fullerton, Joyce Sweeney	Royal Palm
	4:10 PM - 4:30 PM		Door Prize Drawings & Trivia	Arielle Haughee and Tami Lowe	Crystal ABCDE
	4:30 PM - 5:30 PM		Book Signings	Elaine Senecal	Capitol & Foyer
	6:00 PM - 6:50 PM		Royal Palm Literary Awards Reception	Chris Hamilton	Royal Palm
	7:00 PM - 9:30 PM		Royal Palm Literary Awards Banquet & Awards	Chrissy Jackson, Chris Coward, Chris Hamilton	Crystal ABCDE

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#	Time	Track	Workshop or Event Name	Presenter	Room
Sunday October 17, 2021					
	6:00 AM - 7:00 AM		Writing Sprints	Elaine Person	Chambers
	7:00 AM - Noon		Bookstore Open - Sales & Pickup		Capitol
	7:00 AM - 10:00 AM		Silent Auction Checkout		Dogwood
	7:00 AM - 7:45 AM		Genre Breakfast & RPLA Published Winners	Chris Coward, Chrissy Jackson	Crystal ABCDE
	8:00 AM - 10:00 AM		Interviews by Appointment		Barron
	8:00 AM - 11:00 AM		Registration Open		Board Room
65	8:00 AM - 9:00 AM	Action & Suspense	Writing Believable Law and Crime	Dana Ridenour	Crystal AB
66	8:00 AM - 9:00 AM	The Silver Stage	Selling Your Script: The Pitch	Keith Payson	Crystal C
67	8:00 AM - 9:00 AM	Craft: Technical Aspects	Self-Editing Your Manuscript for Success	Ben Wolf	Crystal D
68	8:00 AM - 9:00 AM	Potpourri	YA is Here to Stay	Charis Crowe	Crystal E
69	8:00 AM - 9:00 AM	Publishing	Choosing a Publishing Path	Laura E. Perez	Royal Palm
P11	8:00 AM - 9:00 AM	Marketing	Marketing for Success	Panel	Amphitheater
70	8:00 AM - 9:00 AM	Business	Avoiding Common Publishing Contract Traps, Pt 2	Anne Dalton, Esq.	Chambers
71	8:00 AM - 9:00 AM	Craft: Plot Development	Crafting the Dual-Timeline Narrative	Sarah Penner	Congressional
72	9:15 AM - 10:15 AM	Craft: Plot Development	Developing a Mystery Series	Nancy J. Cohen	Crystal AB
73	9:15 AM - 10:15 AM	Craft: Technical Aspects	Perfecting the Picture Book Manuscript	Arielle Haughee	Crystal C
74	9:15 AM - 10:15 AM	Potpourri	Write for Your Life!	Mary Potter Kenyon	Crystal D
75	9:15 AM - 10:15 AM	The Silver Stage	Advanced Script Editing	Michael Tabb	Crystal E
76	9:15 AM - 10:15 AM	Science Fiction/Fantasy	Grappling the Graphic Novel	Rod Martinez	Royal Palm
P12	9:15 AM - 10:15 AM	Business	The Business of a Self-Published Author	Panel	Amphitheater
77	9:15 AM - 10:15 AM	Craft: Technique/Creativity	The Voice	Em Shotwell	Chambers
78	9:15 AM - 10:15 AM	Poetry	Should You Write a Verse Novel?	Melody Dean Dimick	Congressional
	10:30 AM-11:30 AM		Collection #14 Kick-Off, Grand Door Prizes	Chrissy Jackson, Arielle Haughee, Tami Lowe	Crystal ABCDE
See You Next Year!					