

Chicago-North RWA® presents  
*Spring Fling Writers' Conference*  
April 27 - 28, 2012  
Chicago Marriott Northwest, Hoffman Estates, IL

**Keynote Speeches**

**[Sherrilyn Kenyon](#)**

*New York Times* bestselling author of Paranormal fiction

**[Mary Balogh](#)**

*New York Times* bestselling author of Regency romance

**[Simone Elkeles](#)**

*New York Times* bestselling author of Young Adult fiction

**Craft and Research**

**Going Beyond Romance to Writing Love Stories**  
by **[Mary Balogh](#)**

**Man Talk**  
by **[Barbara Binns](#)**

Tips on ways to make your male characters act and speak in a realistic fashion.

**Packing in the WOW**  
by **[Gretchen Craig](#)**

Packing in the WOW examines how best-selling authors insert tone, viewpoint, stakes, hook, setting, and conflict in their first few pages.

**Sense(s) & Sensibility**  
by **[Barbara Caridad Ferrer](#)**

An interactive workshop that shows how to use all five senses to bring greater depth and detail to one's writing.

## **How to Write It When You Can't Be There**

by [Blythe Gifford](#)

We've all heard the advice: you must visit the places you write about if you're going to create a believable setting. But most of us can't afford to jet across the country (or the world) every time we start a book. And for those who write historicals, a trip to the place would still not be a trip to the time.

In this workshop, Blythe will give some practical tips and tricks for selecting, creating, and researching believable settings, no matter what your subgenre.

## **Improv for Authors**

by [Ruth Kaufman](#)

Learn how improvisational comedy techniques can add spark, creativity and depth to your characters and plots in any genre. Includes audience participation.

## **Contest Diva to Published Author: Using Feedback to Improve Your Writing**

by [Megan Kelly](#)

In this workshop, Megan will outline why contests are important, discuss what type of contest to enter and when, and explain how to use contest feedback to improve your work and further your career.

## **From Clichés to Keepers: Knowing Your Characters through Myers-Briggs**

by [Carrie Lofty](#)

Cardboard. Cookie cutter. Cliché. When it comes to characterization, those are hideous words! By using Myers-Briggs personality assessments, you can dig past surface observations to understand your protagonists' true natures. In doing so, you'll not only create believable characters with more realistic emotions, but you'll develop more consistent plotting and sizzling romantic chemistry.

## **Can This Manuscript Be Saved?**

by [Susan Meier](#)

Rejected? Can't get an agent? Can't sell, even though your critique partners LOVE your work? Susan Meier reviews the seven most common rejection catch phrases and explains why you and even your critique partners can't spot them, then shows how determining whether your book's trouble is a story, scene or word problem is the first step on the road to recovery.

**Ghost Hunting Through The Ages**  
by [Terese daly Ramin](#)

Ghost (and demon!) hunting techniques from 1800 to the present are discussed and demonstrated by a Reiki Master and veteran hunter with *Parahaunt Paranormal Research, Ghost Hunting and Demonology* ([miparahaunt.com](http://miparahaunt.com)).

**What's Love Got to Do With It? Erotica for Beginners**  
by [Tiffany Reisz](#)

In this one hour NC-17 workshop, published erotica writer Tiffany Reisz discusses Romance Versus Erotica and why Erotica wins in her book.

**Make Them Believe It**  
by [Patricia Rosemoor](#) and [Sherrill Bodine](#)

You don't have to write what you know. You can write what you can research well. Do what you must to make your world believable. Go there. Talk to experts. Read. Search the Internet. Draw your reader into your world by taking care of not only the big details, but the small ones.

In this workshop, Patricia Rosemoor and Sherrill Bodine will talk about the lengths they've gone to in building believable worlds for their readers.

**Transmedia Storytelling**  
by [Julie Wachowski](#)

Storytelling in the modern world is more than words on paper. Stories come to us through audio, visual and social networks—television, radio, Facebook, Twitter, our phones and our computers. But words, images, and sound communicate in different ways. How does the story medium affect the structural elements of the story? How do stories transform as they move between mediums? Most importantly, how do the different mediums affect the audience?

Whether you want to add visuals to your website or Facebook page, try your hand at a book trailer, or simply enrich your writing, this workshop will help you understand what creates effective storytelling in different forms of media.

**Evil 101: Where True Crime Meets Terrific Fiction**  
by [Sheri Lewis Wohl](#)

Everything you ever needed to know about crafting realistic villains, you can learn in your

own backyard.

## Business and Writer's Life

**Chat with Sherrilyn Kenyon**  
by [Sherrilyn Kenyon](#)

**The Road to Becoming a *New York Times* Bestseller**  
by [Simone Elkeles](#)

### Headliner Q & A

Enjoy a question and answer session with *New York Times* bestselling authors [Sherrilyn Kenyon](#), [Mary Balogh](#) and [Simone Elkeles](#).

### Agent and Editor Q & A

Have a question for an agent or editor? This is your chance to ask it!

**Fearless and Fun Platform Promotion**  
by [Amy Alessio](#), [Susan Gibberman](#) and [Denise Swanson](#)

Take the fear out of online and live promotion with fun, easy and economical tips from award winning librarians and a bestselling author.

**Seven Sentences to a Practically Perfect Synopsis**  
by [Laurie Brown](#)

**The Author/Agent Relationship according to Mad Men**  
by [Ginger Clark](#)

**Rejection - A Love Story**  
by [Dyanne Davis](#) and [Wendy Byrne](#)

While some people have the ability to persevere despite obstacles, some get stymied, or worse yet, quit writing altogether. How do you go from being waylaid by rejection to

becoming confident and gravitating toward success?

In this workshop you'll learn how to transform yourself from quitter to winner in ten easy steps.

**Dissecting the Novel**  
by [Scott Eagan](#)

**Meet the Press on Common Ground: Media Tips, Tricks and Traps**  
by [Keena Kincaid](#)

This workshop is designed to build confidence about media interactions, including social media. Keena will offer insights about how to build a message platform that supports your brand and gracefully avoid answering sticky questions from media, readers and fans.

**How to Get (and Stay) Published and Live to Tell the Tale**  
by [Maureen Lang](#) and [Allie Pleiter](#)

Explore writing career elements from the business end to personal challenges with two multi-published authors.

**Blog Book Tour Guide**  
by [Morgan Mandel](#)

The Internet and digital world are exploding on the publishing scene. As an author, you need every weapon at your disposal to compete in the new marketplace. The good news is you don't need to leave your house to get your electronic or print book noticed. One option is a blog book tour. Learn from an experienced blogger and published author what steps are necessary to prepare for your tour and what you can gain by participating in this venture.

**Break in to Publishing!**  
by [Sara Megibow](#) and [Tiffany Reisz](#)

A successful debut author and her agent share insider tips on what worked (and what didn't) to get from slush pile to published book.

**Self-Publish without Sacrificing Traditional Quality**  
by [Courtney Milan](#)

People who decry self-publishing often point to lower production values: stories that don't make sense, grammatical errors and typos that throw readers out of the story. But with the right processes in place, you can meet—and exceed—the quality of traditionally published

books.

This workshop walk you through the process of producing a self-published book that can go toe-to-toe with anything that New York produces.

**Making a Career Out of Category**  
by [Allie Pleiter](#) and [Sarah M. Anderson](#)

Multi-published author Allie Pleiter and debut author Sarah M. Anderson will discuss the pros and cons of a category career. Learn about breaking into publishing by writing category novels, including how agents figure into the equation, how the submission process works, and what to expect from contract negotiations.

Allie and Sarah will then discuss the advantages and disadvantages of using a category career to springboard to publishing single-title novels, as well as the challenges of making the jump.

**Charms for the Writing Life**  
by [Margaret Watson](#) and [Lindsay Longford](#)

With over forty-seven books between them and over twenty years in publishing with numerous writing awards to their credit, Margaret and Lindsay compiled a list of fifteen publishing myths that writers, whether unpublished, newly pubbed, or experienced, tend to believe about the business.

Because they've seen these myths trip up writers at all levels, they take a look at the myths, what the reality of the business is, and how to deal with the reality and retain your creativity—and sanity.

**Publishing Spotlights**

[Avon](#) Spotlight  
by Tessa Woodward

[Ballantine Bantam Dell](#) Spotlight  
by Shauna Summers

[Kensington](#) Spotlight  
by Martin Biro

[Samhain](#) Spotlight  
by Tera Kleinfelter

**Sourcebooks Spotlight**  
by Danielle Jackson

\* Note: editors, agents and speakers subject to change.