

WORKSHOP DESCRIPTIONS



SATURDAY, NOV. 12

WS1 / Stuart Hall

A. **Kidlit 101: From Query to Royalty, Your Questions Answered** w/ Tara Lazar

This workshop will answer everything you want to know about the business of children's publishing, from querying to reading a royalty statement. Don't be afraid to ask anything--no question too outrageous, but some of the answers might be! Quench your curiosity about landing an agent, receiving an offer, editing your book and marketing your debut title. What should you know before you begin searching for a publishing home?

B. **Build a Winning Non-Fiction Proposal** w/ Natalie Zaman.

In this workshop Natalie will review the elements of successful non-fiction proposal, and then help you start building your own. Depending on the amount of time/number of attendees, she'll try to touch on each element for every attendee.

C. **Working in Publishing and What We Look For** w/ Carolyn Bull

During my workshop I will discuss our day-to-day procedures in the Industry- specifically at Little, Brown. I will touch upon how the departments interact and what specific groups seek out of their illustrators so that we may produce the best product. I will describe what we look for in book dummies, promotional pieces, and how the publishers collaborate with the illustrators to work toward the final product, with real examples from Little, Brown for a hands-on visual.

WS2 / Stuart Hall

A. **Writing Narrative Non-Fiction** w/ Wendy Pfeffer

A few years ago almost all nominations for Academy Awards were based on narrative non-fiction books. I've been invited to schools where children have heard my presentation but now I'm asked back to help children understand and write narrative non-fiction. Many children do not know narrative non-fiction, but after one hour and the tips I give they produce a great story. I will challenge my SCBWI workshop that if young children can do it they can too. Bring a pencil.

B. **Keep the Pages Turning: Maximizing Suspense in Your Novel** w/ Yvonne Ventresca.

Learn how to maximize suspense with specific techniques that can be applied to various types of novels (not just thrillers). This workshop includes topics such as building tension, creating different types of cliffhangers, developing a suspenseful writing style, and raising the stakes. Keep your readers turning the pages with insight from resources like Hitchcock, Lisa Cron's WIRED FOR STORY, and James Scott Bell's CONFLICT AND SUSPENSE. One lucky participant will win a copy of WIRED FOR STORY.

C. **The EYES have it!** w/ Mike Malbrough

The windows to the soul are also a doorway to better characters, better illustrations and better stories. Author/Illustrator Mike Malbrough will share his approach to drawing and painting better eyes no matter your style. Learn tips & tricks, where to put the highlight and how to convey emotion. Bring paints, pencils or whatever if you want to practice along, or sit back and take notes, either way you will leave with a glint in your eye, at least on paper.

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WS3 / Stuart Hall

A. **Getting to know you, getting to know all about you . . .** w/ Robin Newman.

We've heard it a million times. Editors want character-driven picture books. Why? What makes them so special? What does it take to write a character-driven picture book? In this workshop, we'll take an in-depth look at character-driven picture books, character development, and character-driven story book structure. How can you make your characters special, memorable, relatable, and most important, sellable?

B. **Skeletons in the Closet: Mining Your Genealogy For Story Ideas** w/ Darlene Beck

Jacobson. This workshop will discuss the use of genealogical documents, family photos and various materials from our own ancestry and how they can be used to tell a story. Birth and death certificates, census records, diaries/journals, letters and the like will provide examples of how to find setting, character traits, plot points and more. I will use my historical MG *Wheels of Change* as one example of how to use one's own history to tell a story. Handouts will be provided.

C. **Pre-Digital Sketch to Post-Digital Procedures** w/ Lorraine Dey

This workshop is geared to get you thinking about the process of digital illustration. From your sketch-prep, print requirements and specifications, to the equipment, software and final digital painting. Whether you are just starting to consider switching to digital or are already working with this medium, bring your questions and prepare to become enthusiastic about "digital" illustration again. We will go over pros and cons, as well as tips on how to keep your art looking less digital.