

#RWAus20 Conference – Love in Isolation Program (Wed)

Times	Wednesday 12 August
Perth: 8:00am–10:00am Adelaide/Darwin: 9:30am–11:30am Brisbane/Canberra/Sydney/ Melbourne/Hobart: 10:00am– 12:00pm	Growth-hacking a Bestseller: Part One – Writing a Bestseller <i>Liz Pelletier</i> The next book you write should be a bestseller. Sounds easy, right? In this two-hour workshop, learn the key elements in most every bestseller and how to ensure your next novel is the right idea, at the right time, written specifically to maximize best-selling traits. You'll also walk away knowing how to recognize the pitfalls that keep most books from going viral and how to tell a story guaranteed to engage readers. Plus, learn to use an easy chart to measure your novel's viral load before you write even your first word!
5 MINUTE BREAK	
Perth: 10:05am–12:05pm Adelaide/Darwin: 11:35am–1:35pm Brisbane/Canberra/Sydney/ Melbourne/Hobart: 12:05pm–2:05pm	Growth-hacking a Bestseller: Part Two – Editing a Bestseller <i>Liz Pelletier</i> So, you've got this amazing book written, but you know it still needs a bit of work. Where to start? In this two-hour workshop, learn how to line edit story content in the areas vital for increasing engagement and sales. Learn to recognize common mistakes, fix broken plots, and ensure readers close your book, still thinking about your characters. Learn to tell which elements to touch during edits and, more importantly, when. Plus, learn to use an easy check list to ensure you never miss those crucial areas to edit again!
1 HOUR BREAK	
Perth: 1:05pm–3:05pm Adelaide/Darwin: 2:35pm–4:35pm Brisbane/Canberra/Sydney/ Melbourne/Hobart: 3:05pm–5:05pm	Growth-hacking a Bestseller: Part Three – Marketing a Bestseller <i>Liz Pelletier</i> You've got the right story written in the best way to become a bestseller, but now what? In this two-hour workshop, learn how to evaluate the market, leverage the right social media platform in the right way, pricing decisions, and how to position your release in a saturated market to quickly rise above the rest. From the psychology of promotions to evaluating the viral load of publicity strategies to the psychology of ad composition by targeted demographic and platform, we'll cover it all. Plus, learn to use social media like a pro with just an hour a day!
Perth: 3:05pm–4:05pm Adelaide/Darwin: 4:35pm–5:35pm Brisbane/Canberra/Sydney/ Melbourne/Hobart: 5:05pm–6:05pm	Live Q&A with Liz Pelletier
5 MINUTE BREAK	
Perth: 4:10pm–5:10pm Adelaide/Darwin: 5:40pm–6:40pm Brisbane/Canberra/Sydney/ Melbourne/Hobart: 6:10pm–7:10pm	The Third Option: Doing the Unexpected <i>Laurie Steed</i> The average publisher's desk is notably crowded. Their days are busy and at times, frustrating. Were it not for the love of their work, they might well be cowering in a corner. Publishers (and by extension, editors) are still often inspired by originality in voice and execution. So how do you find that originality and stand out in a submissions pile? This is where The Third Option comes in. A means to find an interesting midpoint between the two extremes of narrative progression, The Third Option frees up your prose and allows your characters to play against type. It's not a rule but a choice, style, and technique. And, as techniques go, it's a game and a story changer.
5 MINUTE BREAK	
Perth: 5:15pm–6:15pm Adelaide/Darwin: 6:45pm–7:45pm Brisbane/Canberra/Sydney/ Melbourne/Hobart: 7:15pm–8:15pm	Doctor Love Panel <i>Rachel Bailey, Dr Michelle Douglas, Dr Sandra Barletta, Dr Laurie Ormond and Bronwyn Parry</i> Historically, romance writers and academics have had something of a rocky relationship, and romance writers have viewed any academic attention with suspicion. However, the field of popular romance studies is vibrant and growing, with its own journal and an international conference, and, increasingly, researchers in this field have been drawn from the commercial romance industry itself. In this session, five panelists, each with a foot in both camps—academic and commercial—will bring you the latest insights, research and future directions in popular romance studies, and share a little about their own research.

#RWAus20 Conference – Love in Isolation Program (Thurs–Sun)

Times	Thursday 13 August	Friday 14 August	Saturday 15 August	Sunday 16 August
Perth: 8:00am–9:00am Adelaide/Darwin: 9:30am–10:30am Brisbane/Canberra/Sydney/Melbourne/Hobart: 10:00am–11:00am	The Secrets of Networking <i>Tanya Nellestein</i> You're surrounded by what everyone keeps referring to as your 'tribe' but the thought of actually putting yourself out there and connecting is terrifying. Everyone seems to know everyone and there's that author that you love! But rather than approach them, you are trying not to make eye contact with anyone as you do some laps of the room, read the evacuation signage (again) and get another drink before shooting off to the loo (again). It doesn't have to be this way. Everyone can find their tribe, whether it's your first or your tenth conference. Learn tips and strategies for networking and making meaningful connections that last including the benefits of social media and online forums to start a connection or continue one.	Top 10 Tricks & Traps of Publishing Contracts <i>Alex Adsett</i> Ten vital things to consider before you sign on the dotted line of a publishing contract. What rights are you actually giving away? Are you getting a fair royalty? Will you ever get your rights back? What does a "normal" publishing contract look like anyway? If you are an established or emerging author, come along to hear publishing consultant and literary agent Alex Adsett discuss some of the sneakier things publishers include in their contract, and how to avoid them. This gives you a great behind the scenes look at the publishing industry, and advice on when to negotiate, and when to walk away.	Author Business College <i>Ebony McKenna</i> Put your business caps on and become savvy. Spend less and earn more in the writing business, and examine enterprising ways of being more than an author.	Same-sex Relationships in Aussie YA Fiction <i>Raphael Farmer, Alicia Tuckerman, Holden Sheppard, Moderator: Jess Gately</i> Relationships in fiction aren't new but same-sex relationships have begun to appear more regularly in recent years, especially in YA Fiction. But how do you portray these relationships in a way that is still familiar and at the same time different from what is considered the norm? Three authors, three different approaches to what to include and what not to include in writing same-sex relationships in Aussie YA Fiction.
5 MINUTE BREAK				
Perth: 9:05am–10:05am Adelaide/Darwin: 10:35am–11:35am Brisbane/Canberra/Sydney/Melbourne/Hobart: 11:05am–12:05pm	The Winning Submission: A Publisher's Perspective <i>Harlequin</i> Through its three imprints, HQ Fiction, Mira and Escape, Harlequin Books publishes more debut local fiction than any other Australian publishing house. But what makes a publisher look closer at your manuscript? Get the inside track on the tips and traps of submitting your manuscript to a publishing house (and make sure when you do submit, you avoid the common pitfalls that make us turn away from a manuscript). Join us in our workshop as we cover the good, the bad and the ugly of the dreaded pitch; why and how some writing begs to be noticed; and be joined by some Harlequin authors who've stood in your shoes and come through it successfully.	The Things We Do With Words <i>Heather Graham</i> Come ready to work! The Things We Do With Words is a workshop in which your computer or pen and paper will be needed. It's a game that give you a great story, the great beginning of a book—and remind you just how wonderful your imagination can be. You will be given a sentence and nouns and adjectives that must be used. Be funny, be serious, go for suspense, or even pop in with historic characters and situations. Your choice.	Dynamics of Handgun Shooting <i>Michael John Barnes</i> During this presentation, Michael will demonstrate how to successfully shoot a handgun by teaching someone who has never shot before. He will also explain the dynamics required to achieve this in a manner conducive to crafting action scenes for writers looking to add authenticity and spice to their story. Additionally, when appropriate, he will touch on related information such as gunshot wounds and tactics.	What Turns Agents Off From the Slush Pile <i>Tanera Simons</i> Agents receive hundreds of submissions each week: how can you make yours stand out from the crowd? Agent Tanera Simons from The Darley Anderson Literary, TV & Film Agency in the UK, will be sharing what she looks for in a submission as well as what makes it an immediate 'no'. This workshop will help you perfect your submission – from the synopsis to the pitch.
15 MINUTE BREAK				
Perth: 10:20am–11:50am Adelaide/Darwin: 11:50am–1:20pm Brisbane/Canberra/Sydney/Melbourne/Hobart: 12:20pm–1:50pm	Estate Planning for Authors <i>Morgan Solomon</i> What happens to your artistic legacy after you die? Or if you lose mental capacity? Estate planning is more complex than ever before - but for authors there are additional and unique challenges. Together we shall look at the most common wills and estate issues (and hopefully bust a few myths along the way). But we shall also focus on issues unique to authors; control and licensing of your artistic legacy, inheriting copyrights and royalties.	Mastering Plot Structures <i>Carleton Chinner</i> Mastering plot can be one of the most challenging aspects of a story. This workshop will teach you how to structure your novel with a riveting plot that calls to the readers feelings. We will examine the available options that bring depth and colour to your story, find out how to continually increase the readers excitement, and how to bring this all to a satisfying ending.	Crafting your Query Letter <i>AJ Blythe</i> Your query letter is your first, and often only, chance of enticing an agent or editor to read your story. That means as much time and energy needs to go into writing your query letter as it does in writing your story. This workshop takes you through the ins and outs of writing an effective query letter using agent Janet Reid's (aka the Query Shark) formula for success. Using real-life examples, this workshop will examine the structure and rules for writing a kick butt query letter. In addition to learning the theory, you will also draft your query letter through practical tasks during the workshop.	Writing Real People: Defamation Law and the Writer <i>Pamela Hart</i> Writing about real people carries legal risks for writers. This workshop looks at the crucial issues of defamation law for writers who want to base their stories on real events or people. What are the risks? How can you manage those without losing the essence of the story? Pamela Hart will help you identify any legal issues with your story, and to find ways to manage them so that your story can keep its strength.

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45 MINUTE BREAK				
Perth: 12:50pm–2:20pm Adelaide/Darwin: 2:20pm–3:50pm Brisbane/Canberra/Sydney/Melbourne/Hobart: 2:50pm–4:20pm (CHANGE THESE TO START 15 MINUTES EARLIER)	Getting Started with Self-publishing <i>Elizabeth Stevens</i> Have you ever wondered about self-publishing? Want to know if it's right for you? Don't know where to start if it is? This workshop aims to answer all your questions on getting started in the world of self-publishing. From distribution options to legal obligations, we'll go step-by-step through the process to get your book selling to readers worldwide within whatever budget you choose - costing you from only as little as your time. We'll also take a look into some marketing strategies and how to build your author brand so readers can find you and keep reading.	Turn Up The Tension <i>Pamela Cook</i> Tension on every page is the advice given by writing guru Donald Maas and many other craft teachers but getting that tension down on every page is not always easy. If you don't write crime, thrillers or suspense how do you imbue your writing with the tension that will keep readers turning the page and have them talking about your book long after they've read the final chapter? This workshop will show you how. Using examples from a range of genres including romance we will explore how to write an unput-downable story by doing some hands-on practice with a short scene from your novel.	Taking the Next Step with Facebook Advertising <i>Ricardo Fayet</i> Ever given up with Facebook ads because you heard they've become too competitive? You're partly wrong. The possibilities for authors on Facebook are now richer than ever. But the competitive space has tightened – which is why it's all the more important to know the right ways to use the platform. If you want to up your Facebook ads game with established strategies and new ideas, then this workshop is for you. Reedsy's Ricardo Fayet has years of experience running Facebook ads for authors and will be teaching some of the advanced Facebook ads targeting, creatives, and placements that have brought him success. On the menu: dynamic ads, multi-layer ads, instant experiences, and tracking conversions!	Working with an Editor <i>Elizabeth Rolls</i> Working with an editor, and learning to benefit from that fresh pair of eyes on your book baby can be both daunting and rewarding. How do you break down what your editor is really saying? What do you tackle first? Is it ever okay to say, "No way, Jose!?" Learn the ins and outs, the do's (and the don'ts!) with a multi-published, award-winning author who has done her share of tweaks, revisions and complete re-writes. And somehow remains on really good terms with her editor!
5 MINUTE BREAK				
Perth: 2:25pm–3:55pm Adelaide/Darwin: 3:55pm–5:25pm Brisbane/Canberra/Sydney/Melbourne/Hobart: 4:25pm–5:55pm	Psychology Hacks to Have your Social Media Fans Buy into your Every Word <i>Kara Lambert</i> This hands on workshop will teach you the psychology behind the top 100 most engaged brands on social media and how you can do the same. At the end you will also have a tool to create endless highly engaged social media posts.	Sparkling Dialogue <i>Rachel Bailey</i> The workshop will focus on the creation of strong, punchy dialogue that shows character, moves plot forward and captivates readers. Concepts covered will include character voice, subtext, gender differences, rhythm, dialect & accents, speech tags & action tags, dialogue's agenda, and real-life speech vs dialogue. Examples will be analysed from both books and movies and broken down into elements that will be easy to apply in participants' own work.	At the Scene of the Crime: Crime Scene Investigation <i>Simon Lewis</i> Forensic science plays a critical role in solving crime, and a criminal justice system without forensic science is unthinkable today. While in real-life a successful investigation hinges on appropriate crime scene processing, it is too often portrayed in a simplistic or unrealistic manner in fiction. In this workshop we will explore the fundamental philosophy and processes of modern-day crime scene investigation, illustrated through the use of an interactive crime scene simulation and relevant case studies.	Lending Yourself to Libraries <i>Jaye Ford and Fiona McArthur</i> Research shows the most effective way to promote a novel is by word of mouth – so wouldn't it be great to meet readers where they go to find stories? This workshop explains the value of libraries and librarians for promoting your books and writing, even if you don't have physical books in a library. Learn how to work with libraries to create opportunities to bring authors and readers together. Using our experience of hosting a range of library events, Jaye and Fiona will discuss what works in libraries, how to successfully pitch an event idea, how to design and run an author panel and Q&A, and how to develop relationships with local libraries and those further afield.
15 MINUTE BREAK				
Perth: 4:10pm–5:10pm Adelaide/Darwin: 5:40pm–6:40pm Brisbane/Canberra/Sydney/Melbourne/Hobart: 6:10pm–7:10pm	Getting Ahead in Indie Publishing <i>Draft2Digital</i> Draft2Digital, the leading ebook distributor online, presents tips and predictions for authors looking to up their self-publishing game. Get industry-specific advice from D2D's experts on marketing and publishing, finding promotions and increasing sales on platforms such as Apple Books, Barnes & Noble, Kobo, Amazon, and more.	How to Write Blurbs <i>Liz Pelletier</i> You've written a novel, and now you have to take a stab at that back-cover blurb. The one that will ultimately help sell your novel. The one that will have everyone talking. A blurb has the power to either make or break a book. In this 60-minute workshop, we'll take a close look at the purpose of the blurb and break down real life examples that went from drab to fab. A fantastic blurb can help draw readers into making the decision to buy, and that's the goal of every author: to sell your book!	What to Expect (the First Time you Publish a Book) <i>Kaneana May, Cassie Hamer, Maya Linnell</i> From 2018 Newbies at the Sydney RWA conference to published authors at the 2019 Melbourne conference, Kaneana May, Maya Linnell and Cassie Hamer have plenty of insights, advice and stories to share with aspiring and emerging writers. Hear about the first time they submitted, pitched, received THAT phone call, the support (or lack of) they received from friends and family, handling the edits, imposter syndrome, book tours and more!	Marketing and Brand Building for Authors <i>Jacqui Greig</i> Jacqui Greig picked up her first Mills & Boon when she was 14 and fell in love with the romance of a happily-ever-after. She has a Bachelor Degree in Print Journalism but, having always been tempted to embellish the facts of a story, decided she was more suited to writing works of fiction. She publishes romance under Jacqueline Hayley and started Blush, the digital magazine for romance readers. Her speciality is in digital marketing and sharing this knowledge in an accessible and easy-to-implement way.
5 MINUTE BREAK				

Times	Thursday 13 August	Friday 14 August	Saturday 15 August	Sunday 16 August
<p>Perth: 5:10pm–6:10pm</p> <p>Adelaide/Darwin: 6:40pm–7:40pm</p> <p>Brisbane/Canberra/Sydney/Melbourne/Hobart: 7:10pm–8:10pm</p>		<p>Whodunnit? YOU can do it!</p> <p><i>Anna Boatman</i></p> <p>Anna Boatman is publisher across Piatkus Fiction and Constable Crime, two imprints which in total publish around sixty crime authors, ranging from the late, beloved queen of cosy crime MC Beaton, to romantic suspense bestsellers such as Jayne Ann Krentz, to UK bestselling authors of moral thrillers such as Lisa Ballantyne. In this session we'll be looking at how the crime genre, now the largest fiction genre in the UK and US, is changing. What are publishers looking for in a crime novel? What are the variations in tone, content and publishing strategy between the different kinds of crime fiction? During this session we'll share tips and tricks of the whodunnit trade and offer the chance to ask questions and discuss works in progress. Whether you're aspiring or already published, if you're keen on writing crime, this hour is for you!</p>	<p>Keynote: Heather Graham (15 minutes)</p>	<p>Keynote: Anna Hackett (15 minutes)</p>