



Women's National Book Association Inc.
Los Angeles Chapter
The Ultimate Resource for the Book Community

LA BOOKWOMAN DAY

February 26 - Marina del Rey Hotel - 9-4 pm

Meet Agents and Producers * Get Published * Learn Social Marketing Strategies That Work *
Boost Book Sales Through New Publishing Models *

The Women's National Book Association/LA Chapter presents
an all-day workshop on How to Get Published in 2011.

••• PRE-PROGRAM SPECIAL •••

7:00 a.m. Registration for Pitch Prep Session only.

7:30 – 8:30 a.m. **Pitch Prep Session** (\$20.00*) – Learn effective ways to “pitch” your book or idea to an agent or producer. Moderators: Ruth Klein - marketing & branding expert; Michelle Gilstrap - speaker services & social media expert.

••• MORNING PROGRAM •••

8:30 – 9:00 a.m. Registration for day long workshop.

9:00- 9:15 a.m. Welcome

9:15 – 10:00 a.m. **Promote Your Book with New Models** – Various Topics: Speaking with Clarity * Web Interviews * Social Media *TV Interviews * Twitter and Facebook Fan Pages * E-Books.

Moderators: Teresa Moore - empowerment & communications expert, Michelle Gilstrap - speaker services & social media expert; Julie Spira - social media expert

10:00 - 10:30 a.m. **How to Brand Your Book & Your Message** – Ruth Klein - marketing & branding expert.

10:45 – 11:45 a.m. **Learn To Self-Publish** – Explore various self-publishing models.

Moderators: Jovita Jenkins - author; Joan Jackson - author - Panelists: Cat Hatchett - author of *Walk Right Through It*; Gemini Adams - author and founder of *Finish Your Book Program*.

••• LUNCH PROGRAM •••

12:00 – 1:30 p.m. Lunch Break (The day includes coffee, snacks and a buffet lunch)

12:30 – 1:30 p.m. **Pitch your Book to Agents & Producers** – 20 pre-registered participants will have the opportunity to pitch to attending agents. (3 PITCHES MAXIMUM @ \$10 each).

Register now on our website: <http://www.wnba-books.org/la/>

••• AFTERNOON PROGRAM •••

1:30 – 2:30 p.m. **Literary Agent Panel with Hollywood Producers** – The book market 2011.

Moderator: Ruth Klein - marketing & branding expert - Panelists: Dana Newman - independent literary agent; Wendy Kram - film/tv producer; Deborah Warren - independent literary agent.

2:45 – 3:45 p.m. **Book Apps and E-Books** – Where technology and publishing intersect.

Moderator: Julia Drake - founder of Julia Drake Public Relations - Panelists: Mark Coker - founder of Smashwords; Kassia Krozser - founder of BookSquare, Louise Palanker - author of best-selling book app *Journals*, Aaron Nicholson - founder of Open Secret Communications and co-author of *Starting an iPhone Application Business for Dummies*.

REGISTER TODAY! <http://www.wnba-books.org/la/>

Early Bird Discounts* *WNBA/LA Member Discounts

Saturday - February 26, 9-4 pm - Marina del Rey Hotel

13534 Bali Way, Marina del Rey, California 90292

FREE PARKING - For directions, visit: <http://www.marinadelreyhotel.com/contact.php>

• In addition to the early morning \$20 pitch bonus session, there is an additional \$10 per agent pitched