



The International Women's Writing Guild

2015 Spring Big Apple Conference

PROGRAM AGENDA

Event Location: Scandinavia House, 58 Park Avenue (between 37th & 38th St.), New York, NY 10016

For directions via public transportation or parking information, visit:
<http://www.scandinaviahouse.org/visit.html>

Parking Garage Coupon <http://www.iconparkingsystems.com/coupons/223/>

Event Details:

Saturday, April 25

- 9:30 am – 10:00 am **Registration, Volvo Hall, 2nd floor** (elevators available)
- 10:00 am – 12:30 pm **Morning Session:** Susan Tiberghien's *Writing and Rewriting Your Life Stories (from Journaling to Personal Essay to Memoir)*, **Volvo Hall, 2nd floor**
- Journaling: The Foundation
 - Writing Personal Essays, Three Levels: Tell, Show, Polish
 - Writing Memoir, Four Steps: Window, Frame, Parts In/Out, Pattern/Arc
- Note:* There will be examples, handouts, and guided writing exercises for each of the three topics.
- 12:30 pm – 2:00 pm **Lunch on your own.** There is a café on the first floor (reservations recommended), or reference the list of nearby lunch options at end of schedule.
- 2:00 pm – 5:00 pm **Afternoon Session:** Susan Tiberghien's *Writing and Rewriting Your Life Stories (from Journaling to Personal Essay to Memoir)*, **Volvo Hall, 2nd floor**
- Crafting your life story (a short personal essay or a page or two of your memoir)
 - Rewriting your life story (the art of revision, seeing anew)
 - Drawing readers to your story (reading, sharing, publishing)



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Sunday, April 26

- 8:00 am – 8:30 am **Registration, Victor Borge Auditorium, lower level** (elevators available)
- 8:30 am – 10:00 am *The Brand Called You: Defining Your Writer's Career in Today's Market* with Melissa Rosati, **Victor Borge Auditorium, lower level**
- 10:00 am – 11:00 am **IWWG Member Author Panel, Victor Borge Auditorium, lower level**
- 11:00 am – 12:30 pm **Member Author Book Fair, Victor Borge Auditorium, lower level**
- 11:00 pm – 1:00 pm **Lunch on your own.** There is a café on the first floor (reservations recommended), or reference the list of nearby lunch options at end of schedule.
- 1:00 pm – 2:00 pm **Meet the Agents Panel, Victor Borge Auditorium, lower level**
- 2:00 pm - 4:30 pm *Pitch Perfect & Blurbalicious: How to Present Your Project with Maximum Agent-Editor-Reader Appeal* with Alice Orr, **Conference Room, 5th floor**
- 2:10 pm - 5:00 pm **Meet the Agents** one-on-one pitch sessions, by appointment, **Victor Borge Auditorium, lower level**

Food & Beverage Options

- ❖ **Smörgås Chef @ Scandinavia House** (opens at 11 am)
Serving Scandinavian sandwiches, salads, appetizers, entrées, and pastries. Very busy brunch business. Reservations strongly recommended!
- ❖ **Chipotle**
247 Madison Avenue (between 39th and 40th Street)
- ❖ **Garden Café at the Kitano Hotel**
40 E. 38 Street (between Park Avenue and Madison Avenue)
- ❖ **McDonald's**
280 Madison Avenue (at 40th Street)
- ❖ **Moonstruck on Madison**
244 Madison Avenue (at 38th Street)
- ❖ **Japas 38**
9 East 38th Street (between 5th Ave and Madison)
- ❖ **Rare Bar & Grill**
303 Lexington Ave, (at 37th Street)
- ❖ **Rossini's**
108 East 38th Street
- ❖ **Salmon River**
3 East 40 Street
- ❖ **Starbucks**
90 Park Avenue (between 39th and 40th Street)