


CYA Conference Program 2018

Start	End	Duration	Studio 1	Studio 2	Studio 3	TRADE
7:45	8:00	0:15	Registration & Morning coffee			
8:00	8:50	0:50	Conference Opening: Indigenous Opening Competition Winners Announced			
8:50	9:40	0:50	CYA Success Stories ~ Catherine Pelosi, Cherri Ryan, Emma Middleton, Kellie Byrnes, Maura Finn, Matt B Lewis and Taryn Bashford.			
9:40	10:40	1:00	Julie Winters ~ Nielsen's Book Research Facts and Figures in CYA Publishing in Australia.			
10:40	10:55	0:15	Morning Tea	Morning Tea	Morning Tea	
11:00	12:30	1:30	Claire Saxby ~ Problem, Promise, Premise: What's your story about? Plotting picture book stories. Ever been told your story is lovely, just too slight? Discover ways to build better stories. Participants will take away strategies to begin new stories, to extend and strengthen draft stories, and tools to assess a story's readiness for submission.	Rebecca Sheraton and Hayley Jackson ~ Linking your manuscript to the curriculum. This workshop aims to assist authors in navigating the Australian Curriculum Website, through exploring the variety of subjects and explaining the terminology used, providing the tools and confidence to link their own works to the Australian Curriculum.	Deborah Lee - IngramSpark ~ Self-Publishing: Getting it right: The growth of self-publishing; the importance of investing in your book with professional services for cover design, typesetting, etc.; the possibilities of Print on Demand and ebook platforms; marketing your book and building an author platform; and the importance of metadata in a digital environment in both national and international markets.	Market Place
12:30	13:30	1:00	Lunch	Lunch	Lunch	
13:35	14:20	0:45	Alex Adsett & Kristy Bushnell ~ In conversation: Why are there layers added to the industry? What benefit are they to me? Discuss why people in the writing industry would want to use an agent, or get their work seen professionally by an independent editor, before they submit to a trade publisher/ or before they self-publish, addressing question around. Why do creators need to take that extra step in your career and your time?	Samantha Turnbull ~ Creating A Media Buzz: Learn how to get journalists, bloggers and media influencers interested in your work... and how to handle it when a frenzy erupts. Topics include launch events, press releases, key contacts, interviews, social media, and working with and without a publicist.	Deborah Lee, Rebecca McDonald, Dr Lara Cain Gray ~ In conversation: Innovations in children's book publishing: a story from online to print.	
14:25	15:10	0:45	Sue Whiting ~ Story Structure – The important skeleton that shouldn't stay in the closet! The nitty gritty of how to use structure, plot and subplot to make your middle grade or YA novel compelling and suspense filled.	Jules Faber ~ Story Boading - Using storyboards to evoke stronger reaction and interest in your story.	Louise Guy ~ The Self-Publishing Road - The DOs. The DON'Ts. An in-depth path of an authors experience, including distributing through Scholastic USA.	
15:10	15:25	0:15	Afternoon Tea	Afternoon Tea	Afternoon Tea	
15:30	16:15	0:45	Sue Whiting ~ Story Structure (Continued).	Jules Faber ~ Story Boading (Continued).	Louise Guy ~ The Self-Publishing Road - The DOs. The DON'Ts. (Continued).	
16:20	17:05	0:45	Naomi Gaskell ~ How Google can help you in your career: Making sure your website performs well, using Google My Business etc. - general business tools for small businesses: build interactive, voice-prompted story worlds using technology like the Google Assistant and using the newly launched Kids audiobook platform.			
17:05	17:20	0:15	Close of Conference. All attend as conference registration number wins a prize.			