



**Everything You Need to Know About Children's Book Publishing:
A Crash Course
Preliminary Schedule**

Thursday, Sept. 24

3:00 pm Optional tour of Highlights for Children and Boyds Mills Press
4:30 pm Depart for conference site and get settled in lodging
5:30 pm Hors d'Oeuvres
6:00 pm Introductions and Dinner, **Harold Underdown, Jo Knowles, Bobbie Combs**
Special dinner guest speaker, **Lindsay Barrett George**

Friday, Sept 25

8:30–10:00 am ***Show and Tell Overview, all faculty***
Genres of books, types of publishers, types of markets, including magazines; fiction vs. nonfiction, flat fee vs. royalties, school & libraries.

10-12 am ***Getting started, Harold Underdown***
Getting help before you submit: books, conferences, critique groups, beta readers, children; mistakes to avoid; submissions rules and practices.

1:00–2:00 pm ***How to create a strong beginning, Jo Knowles***
Writing practice to get started!

2:00–3:00 pm ***Developing character, Jo Knowles***
With examples and practice, use 'show, don't tell' methods to add depth and give characters more dimension.

3:20–5:00 pm ***One-on-one critiques, faculty editors***
General question-and-answer, Bobbie Combs
Writing time

5:30 pm Hors d'Oeuvres

6:00 pm Dinner with special guest speaker, **Sneed B. Collard III**

Saturday, Sept. 26

8:30–9:45 a.m.	<i>After the contract is signed, Harold Underdown</i> Editorial development process, copyediting, production, finished book.
10:00 – 11:00 am	<i>Basic dialogue, Jo Knowles</i> Writing practice - developing emotion and tension in dialogue to build a scene.
11:00–12:00	<i>Magazines, Allison Kane, editorial assistant, Highlights for Children</i> Markets; choosing who to submit to; contracts; selling to magazines.
Noon	Lunch
1:00 – 2:00	<i>Illustration/Art Department, Patrick Greenish, Art Director, Highlights for Children</i> How an illustrator is chosen, the illustrator’s role in the process, putting it all together.
2:00–3:00	<i>Q&A about self-publishing, Sneed B. Collard III, Harold Underdown, Bobbie Combs</i> Why think about it? How to do it? Biases against it?
3:20–5:00 pm	<i>One-on-one critiques, faculty editors</i> <i>General question-and-answer, Bobbie Combs</i> <i>Writing time</i>
5:30 pm	Hors d’Oeuvres
6:00 pm	Dinner with special guest speaker, Jo Knowles

Sunday, September 27

8:30–9:30 am	<i>Getting started as a professional, all faculty</i> Online presence and community, marketing yourself to editors and agents; social media do’s and don’ts.
9:30–10:30 am	<i>TBD</i>
10:30–noon	<i>Final Q&A, all faculty</i> Bring any burning unanswered questions!
Noon	Farewell, Lunch