

THURSDAY, APRIL 26, 2012 (ASJA MEMBERS' DAY)

9:00 a.m. - 10:00 a.m.	Picture This: Photography Basics	Changing Channels: Transitioning to TV Writing	Copyright Laws: Fact vs. Fiction	Every Life Tells a Story: Biographies	Get the Scoop (GTS): Business & Financial Markets 9:00 - 10:30 (3 x 30 mins)	Personal Pitch 9:00 a.m. - 1:00 p.m. Literary agents, book publishers, book editors 4 x 60-min segments
10:15 a.m. - 11:15 a.m.	Blaze the Trade Magazine Trail	Up Close and Personal: Penning Profiles	Back to the Future: Historical Nonfiction	Face Your Writing Fears	GTS: Men's Markets 10:30 - 12:00 (3 x 30)	
11:30 - 12:45 p.m.	Mining Regional Markets for Gold	Go Viral: Creating Author Videos	Build It and They Will Come: Real Estate Markets	Designing Bylines: Tapping Into Design Markets	GTS: Fitness & Health Markets 12:00 noon - 1:00 p.m. (2 x 30)	
1:00 p.m. - 2:15 p.m.	Lunch on your Own (informal; luncheon not included)					
2:30 p.m. - 3:30 p.m.	You: The Brand	Become Every Editor's Go-To Freelancer	Nurture Your Writing Career with Parenting Markets	Tweet Your Way to More Money	GTS: Senior Markets 2:30 - 4:00 (3 x 30)	Personal Pitch 2:30 p.m. - 5:00 p.m. Magazine editors, online editors 5 x 30-min segments
3:45 p.m. - 5:00 p.m.	Inside Investigative Journalism	Dishing Up Dollars: Food and Nutrition Markets	Awaken Your Inner Artist Writing for Art Magazines	From Fact to Fiction: Transitioning into Fiction Writing	GTS: Online markets 4:00 - 5:30 (3 x 30)	
5:30 p.m. - 7:30 p.m.	Gala Awards Reception Food and drink start at 5:30, Award ceremony begins 6:00 p.m.					

FRIDAY, APRIL 27, 2012 (PUBLIC DAY 1)

Tracks ==>	BREAKING IN	CRAFT	BOOKS	MARKETING	ONLINES	TECH, ETC.
9:00 a.m. - 10:00 a.m.	Women's Markets 101	Write Faster, Make More Money	Create a Marketable Book Idea	Make It Rain: Get to the Next Income Level	Create Targeted Online Copy	Information Overload Survival Guide
10:15 a.m. - 11:15 a.m.	Women's Markets Pitch Slam	Politically Correct: Writing About Politics	Anatomy of a Winning Book Proposal	Power Profiles: How to Stand Out on LinkedIn	Writing Narrative Journalism for the Web	Camera-Ready: Look and Sound Great on Video
11:30 a.m. - 12:30 p.m.	Get a Pulse on Writing About Health	From the Page to the Stage: Books into Plays	Writing a Creative Nonfiction Book	Fabulous Book Publicity	The Inside Track to Online Men's Markets	WILD CARD! A Dash of Cookbook Writing
12:30 p.m. - 2:30 p.m.	Luncheon with Featured Speaker Gretchen Rubin (included in fee)					
2:30 p.m. - 3:30 p.m.	Transition to Full-time and Remain Fiscally Fit	Tell Me What You See: Master the Art of Writing Description	Publishing for First-Time Authors	Find Fame & Fortune with Facebook and Google+	Smart Ways to Use Content Aggregators	Tricks of the Trade: Online Tools and Apps for Writers
3:45 p.m. - 4:45 p.m.	Session TBA	Developing Top-Notch Research Skills	It Takes Two: Book Co-authoring Basics	Boost Your Writing Portfolio With Association Publications	Group Blogging: Collaboration That Pays	WILD CARD! Secrets of Successful Freelancers
5:00 p.m. - 6:30 p.m.	Cocktail Party / Book Signings					

SATURDAY, APRIL 28, 2012 (PUBLIC DAY 2)

Tracks ==>	CRAFT / TECH	BOOKS	BREAK INTO	MARKETING	POTPOURRI	WorkShops
9:00 a.m. - 10:30 a.m.	The Hidden Benefits of Online Writing	Books2Go: DIY Publishing	Segue Into Grant Writing	Conquering Corporate Markets	Nurturing Writer Friendships	Wielding the Power of WordPress 1: Discussion 9:00 a.m. - 10:30 a.m. 2: Workshop 10:45 a.m. - 12:00 noon
10:45 a.m. - 11:45 a.m.	Make Money by Being Funny	"First Pages" Book Proposals	Writing About Sex	Your Post-Conference Game Plan: What to Do When You're Home	Dead Air: Interviewing Difficult Subjects	
12:00 noon - 1:00 p.m.	You Don't Have to Be a Geek to Write About Tech	Writing Health Books That Sell	Breaking Through to Online Business Markets	Grow and Monetize Your Blog	Write From the Heart: Make a Living from Causes that Inspire You	
1:00 p.m. - 2:00 p.m.	Lunch Break (informal; lunch not included)					
2:15 p.m. - 3:30 p.m.	Selling Stories From the Lab and Field	The Ghostwriter's Resume Workshop	Cultivating Green Markets	What's Next Once Your Book Comes Out	Finding Salable Ideas	Sree Sreenivasan Part 1: Social Media 2012
3:45 p.m. - 5:00 p.m.	Storytelling for Profit: How to Place that Essay	Child's Play: Break into Nonfiction Writing for Children	Hello, Gorgeous! Breaking into the Beauty Market	One Plus One Equals Cash: Math for Writers	So You Want to Be a Critic?	Sree Sreenivasan Part 2: Social Media CAT Scans