



Start	End	Duration	Studio 1		Studio 3
7:45	8:00	0:15	Registration & Morning coffee		
8:00	8:50	0:50	Conference Opening: Indigenous Opening Competition Winners Announced		
8:50	9:30	0:40	CYA Success Stories ~ Ben Long, Elizabeth Kasmar, Emily Larkin and Jo Sandhu.		
9:30	10:15	0:45	Jacqueline Harvey ~ In conversation with Jacqueline - Ask me anything! Jacqueline Harvey puts it all on the table. How she celebrated selling her millionth book recently. This is also an interactive session where Jacqueline will take any questions off the floor.		
10:20	11:05	0:45	Pamela Rushby ~ Education VS Trade? Which one should you aim for? Explore these two diverse publishing routes, and how they can have a symbiont relationship for the creators.		
11:05	11:20	0:15	Morning Tea		
11:20	12:50	1:30	<p>Jacqueline Harvey ~ Master Class: Junior and Middle Grade Fiction: How and why I write for children in the 'golden ages' of reading and how you can too.</p> <ul style="list-style-type: none"> • Why write for this age group? • The enduring appeal of middle grade • Ideas that work and where do they come from? • Creating memorable characters <ul style="list-style-type: none"> • Perfect plots • Knowing your market • The importance of covers and illustrations <ul style="list-style-type: none"> • Building a Brand 	<p>Julia Ferracane ~ Marketing for the creative mind. Explore strategies on creating a genuine voice on our social media and branding as an author, and enjoying engaging with your audience.</p>	<p>Phil Kettle ~ Write a story that kids chose to pick up and read by choice Phil Kettle helps create the bare bones of an exciting concept for a story with you that kids will want topics up and read - by choice.</p>
12:50	13:35	0:45	Lunch		

CYA Conference

2017 Program

13:35	14:20	0:45	<p>Jacqueline Harvey ~ Master Class Continued</p>	<p>Shaun Tan ~ Stripping It back to bare bones with Shaun Shaun Tan explores the general philosophical approach to story-telling, the importance of editing and leaving out as much as you put in. Explaining the process from conception to final book completion in a nutshell, and how changes over the years with technology have had their advantages and disadvantages. By interaction with the class, Shaun will explore the problems participants are grappling with, from creative to publishing issues, and sharing what he can about his own positive and negative experiences.</p> <p>It is recommended that anyone attending his class please check out Shaun's website first - shauntan.net - especially FAQ, so that subsequent questions can be more particular.</p> <p>This is a skype session Shaun is NOT onsite.</p>	<p>Michelle Worthington ~ Creating dynamic and vibrant picture books Share Michelle's extensive knowledge about the basic principles behind writing for children, as well as understanding picture book publishing guidelines. Picture books are a unique and complex genre and writing a story that will not only appeal to children, but also the publishers, is a refined art.</p>
14:25	15:10	0:45	<p>Jacqueline Harvey ~ Master Class Continued</p>	<p>Shaun Tan ~ Class continued</p>	<p>Jake Harris ~ Basic crash course to writing in the electronic games industry Jake will give you the 101 to writing for the gaming industry, what is required, and how you go about actually doing this in real life. The basics of what the job of a Narrative Designer (games writer) is. How to plan acts for characters. Telling the story, and experience of the characters. Collaboration with your design team, implementing how your story works into the whole games environment, editing to fit into schedules and fill holes in the game, being the designer of the players' overall experience.</p>
15:15	15:30	0:15	<p>Afternoon Tea</p>		
15:30	16:15	0:45	<p>Natalie Hatch ~ The Adolescent Brain What drives adolescence and how to incorporate this into your writing.</p>	<p>Nadine Bates ~ Alternative places and Interactive Books How to get your stories into alternate places - not just traditional publishers.</p>	
16:15	17:15	1:00	<p>Publishers Panel ~ The real process behind the editor looking at your submission. Editors talk about how they look at your work on submission and what goes through their heads, the time it takes for deliberation etc. before you receive the dreaded rejection letter or the golden ticket.</p>		
17:15	17:30	0:15	<p>Close of Conference. All attend as conference registration number wins a prize.</p>		

