

Mark Twain School for Authors
Mount Lebanon Conference Center, February 20-22, 2009
(Dallas Baptist University Hospitality House)

Friday, February 20

2-6 p.m. Registration begins (Dinner on your own; complimentary box dinners provided. Pick up room keys, box dinner, and registration packets at Mark Twain School registration desk in DBU Hospitality House)

7:00 p.m. Conference begins

7:00-8:15 p.m. **Session I**

Getting acquainted

One publisher's story: History of Hannibal Books and CrossHouse Publishing, our niche in the market, goals

8:15-8:30 p.m. Break

8:30-9:45 p.m. **Session II**

Overview of publishing and Christian publishing

Competition/challenges

Learning the lingo

9:45 p.m. Dismiss

Saturday, February 21

8:00-9:00 a.m. Breakfast

9:00-10:00 a.m. **Session III**

Top 10 things to know when you get published

Choosing a topic; how to submit a manuscript; doing your homework; writing the cover letter; after acceptance: the process

10:00-10:15 a.m. Break

10:15-noon **Session IV**

Getting the word out

One author's story: from idea to dream realized

noon-Dismiss for lunch

noon-1:00 p.m. Lunch

1:00-3:00 p.m. **Session V**

Graphics that sizzle

How to write right (part 1)

3:00-5:30 p.m. Individual conferences with publishers; work time on your own manuscript or on idea development

5:30-7:00 p.m. Free time

7:00-9:00 p.m. **Session VI**

The Pie's the Limit!—Pizza dinner, pie supper, and a look at one successful book publicity campaign (This is a crucial teaching session combined with good food and fellowship.)

Sunday, February 22

8:00-9:00 a.m. Breakfast

9:00-10:00 a.m. Worship, devotional time

10:00-11:45 a.m. How to write right (part 2)

noon-1:00 p.m. Lunch

1:00-2:00 p.m. **Session VII**

The business of writing—setting author sales up as a regular business, tax matters,
bookkeeping, profits

Where do I go from here? (individual strategies, dialogue with the publishers)

2:00 p.m. Dismiss