



Cirque du Livre

A Writing Conference Unlike Any Other



May 27-29, 2016

OFFICIAL PROGRAM

WELCOME

It's hard to believe that 4 months ago we decided to try our hands at a writer's conference and today, here we sit with you enjoying a writer's conference. Thank you to everyone that contributed in any way to get us to this day. The Volunteers, the Venues, The Downtown Mesa Association, our fabulous lineup of presenters and of course you, our attendees. It's our sincere hope that this conference gives you tools to make your writing stronger, motivation to keep getting stronger as a writer, and whether it's this year or a future year, the path to publication.

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Jarrold's Coffee, Tea and Gallery



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Publisher Keynote Schedule

Friday, Volstead Public House

5pm- AZ Publishing

6pm- Brick Cave Media



Saturday, Volstead Public House

12pm- Glass Beaker Publishing

1pm- Four Chambers Press

2pm- White Bird Publications

4pm- FTB Publishing



Saturday, Gotham City Comics

3pm- T.R.I.B.E. Comics Keynote



Visit the PUB

Get your books for the conference at the Pop Up Bookstore (see what we did there?) Located inside Lulubell Toy Bodega, 128 W Main Street. The PUB is organized by the fine folks at Bonny Books- visit them online at bonnybooks.com. Be sure to support our presenters with a purchase or two.



Bonny Books

That is conference central, so get session updates and other news there as well



Panel Schedule

The panel schedule is subject to change. You can check for updates at Lulubell Toy Bodega.

FRIDAY

I Wrote It. Now, How Do I Get People to Buy It?

We'd call this Marketing 101, but we liked this title better. Bringing awareness to your book once it's published.

Panelist: Alan Black, Simon Driscoll, Deena Remiel

Friday, 5pm, Jarrod's Coffee, Tea and Gallery

College Writing Program Group Panel

Panelists: Tim Florschuetz, Mark Young

Friday, 5pm, Inside the Bungalow

Book Covers: Help Your Photographer or Illustrator Help You

Your cover must tell the story of the book, in one image. Learn how to effectively help your photographer or illustrator get on the same page with you to make the most of that visual opportunity.

Panelists: Sam Mort, Simon Driscoll, Patti Hultstrand

Friday, 6pm, Jarrod's Coffee, Tea and Gallery

Realistic Settings Are Made of the Little Things

Making your scene believable begins with your reader being immersed in, but not burdened with, your character's surroundings.

Panelist: Colette Black, Tim Florschuetz

Friday, 6pm, Inside the Bungalow

Banding Together or Going Solo? The Benefits (and pitfalls) of Writer's Groups

Cooperative marketing, writer's groups and other ways that writers can work together to everyone's benefit.

Panelists: T.L. Smith

Friday, 7pm, Jarrod's Coffee, Tea and Gallery





SATURDAY

Time Management for Writers

Your time is valuable, and there are some great strategies to help you use it more wisely.

Panelist: Russ Kazmeirczak, Jr.

Saturday, 10am, Jarrod's Coffee, Tea and Gallery

Poetry About Me: How To Get People Interested in Personal Experience Work

Oftentimes, poetry is a very introspective medium. Learn how you can effectively engage readers and communicate ideas and feelings that can be very personal, yet relatable.

Panelists: , The Klute, Jeremiah Blue

Saturday, 10am, Inside the Bungalow

So You Want To Be A Poet

Digging deeper for the best language and Fighting cliché, the never ending battle.

Panelists: Bill Campana and Leah Marche

Saturday, 10am-11am at Volstead

Memoir: Find the Slant to Tell a Compelling Story

You know it's in there, the reason people should read your book. Learn about drawing attention to the human interest fibers of your memoir idea.

Panelists: Bruce Davis

Saturday, 10am, Lost Dutchman Coffee House

Put My Book on the Shelf- Getting Your Book on a Bookshelf

A little more intimate panel about getting your books on the shelves of bookstores. What to say, how to say it, and what to expect.

Panelist: Patience Fones


Saturday, 11am, Jarrod's Coffee, Tea and Gallery

Screenwriting: Define the High Concept- Your Golden Nugget

High-concept is a term used to refer to an artistic work that can be easily pitched with a succinctly stated premise. This panel discusses that concept.

Panelists: Jon Bonnell

Saturday, 11am, Inside the Bungalow





Building Blocks: Getting Feedback

Finding effective beta readers, and learning to understand and process their feedback, can make the difference between success and failure.

Panelist: Mark Young, Keith Anderson

Saturday, 11am, Lost Dutchman Coffee House

Marketing: Understanding Amazon Reviews

Amazon Reviews, the good, the bad and the ugly. Best practices and signs of the apocalypse when it comes to reviews, and getting them.

Panelist: Patience Fones

Saturday, 12pm, Jarrod's Coffee, Tea and Gallery

The Business of Writing- Doing Your Own Accounting and Finances

The bane of every writer's existence, the business of writing. Sit with our accounting specialist in this session. Learn more about this important piece of your writing puzzle.

Panelist: Dave DiPietro

Saturday, 12pm, Inside the Bungalow

Building Blocks: Formatting Manuscripts

There's a lot of publisher speak in formatting requirements for the new writer. Make sense of it, and give yourself the best chance of success by learning what it all means.

Panelist: Patti Hultstrand, Jake Freidman

Saturday, 12pm, Lost Dutchman Coffee House

Non-Fiction: Interviews and Best Practices for Interviewing Subjects

You want your interviewee to give you the best information possible for your project. Learn how to effectively interview and gather information from people important to your work.

Panelists: Bob Leeper, Charlie LeSueur

Saturday, 1pm, Jarrod's Coffee, Tea and Gallery

Building a Brand- the Author's Journey to Recognition

All authors, regardless of publishing path, are served well by building branding and book recognition. Learn some best practices to do that effectively.

Panelists: Alan Black, Deena Remiel

Saturday, 1pm, Inside the Bungalow





Writing Comics Based Pop Culture Current Events

Storytelling has long been a veiled expression of the circumstances currently impacting our lives. Effectively integrating those events into your story, or Comic, can be an art unto itself.

Panelist: Russ Kazmierczak, Jr.

Saturday, 1pm, Gotham City Comics

The Best Path Forward- Self Publishing vs Agent vs Small Press

We all have a different path, and what works for some may not work for others. Learn how to find the best path for you.

Panelist: Colette Black, Sharon Skinner, Evelyn Byrne-Kusch

Saturday, 1pm, Lost Dutchman Coffee House

Blog Writing As A Business

Professional Blogging is a huge opportunity. Learn from these professionals how to create and maintain an effective blog that can provide you with all kinds of dividends.

Panelists: Bob Leeper, Hal Astell

Saturday, 2pm, Jarrod's Coffee, Tea and Gallery

Technology: Kickstarting Your Career With Kickstarter

Crowdfunding is all the rage, and many authors have jumped on board. Learn more about many different crowdfunding options and how they work.

Panelist: Colette Black

Saturday, 2pm, Inside the Bungalow

"I gotta to do what?" A 50,000 foot look at the movie business

You think a movie about your book is a great idea. Learn more about how the movie industry works, and how you can plan to get that manuscript on the big screen.

Panelists: Jon Bonnell,

Saturday, 2pm, Lost Dutchman Coffeehouse

Comic Publishers- How Does It Happen?

The Movies, The TV Shows, The Video games- they all started from the pulp pages of Comics. Learn how that happens from publishers who do it all the time.

Panelist: Russ Kazmierczak, Jr., Scott Shehi

Saturday, 3pm, Gotham City Comics





Writing for the Young Set: Making Books for the Primary Grades

What are children in the primary grades reading these days? Our panelist shares her experience and insights.

Panelists: Jenn Labuz

Saturday, 3pm, Lost Dutchman Coffeehouse

How Artistic Style Can Influence the Perception of Your Work.

When publishers change a book cover with a reprint, it's generally because they want the book to stand out as new. Examine in this panel how images can change how your work is perceived.

Panelists: Rodney Hom, Sam Mort

Saturday, 3pm, Inside the Bungalow

Poetry: Take a Swig of Gin and Let It Sit- Writing Them, Then Waiting Before You Edit.

Poetry should be edited. Learn in this panel some best practices on how to revise your poetry and sharpen it to its most effective.

Panelists: Bill Campana, The Klute

Saturday, 5pm, Inside the Bungalow

Building Block: The 30 Second Elevator Pitch (15 is better)

Quick is good. Effective is better. Quick AND effective? Learn how to boil your book down to a 15 second pitch that will leave your listener reaching for their wallet... well, reaching for their wallet not guaranteed.

Panelists: Sharon Skinner

Saturday, 4pm, Jarrod's Coffee, Tea and Gallery

Documenting Your Creative Ideas

Best practices on ways to stay organized and document those new book ideas, the new plot twist you thought of in the shower, or that character that nagged you while driving.

Panelists: J.J.M. Czep, Simon Driscoll

Saturday, 4pm, Inside the Bungalow

How Much Should I Charge For My Book? Giving It Away, and the Value of Eyeballs.

Should I give my book away for free? Is my book worth the same as other genre books I've researched? These questions and more are the focus of this panel.

Panelists: Evelyn Byrn-Kusch, Disa McAllister

Saturday, 4pm, Lost Dutchman Coffeehouse





Building Block: Plot is More Than Path on a Map

Learn how an effective plot can drive your characters to new places, engage your readers and keep them coming back for more.

Panelists: T.L. Smith, Deena Remiel

Saturday, 5pm, Jarrod's Coffee, Tea and Gallery

Poetry: Take a Swig of Gin and Let It Sit- Writing Them, Then Waiting Before You Edit.

Poetry should be edited. Learn in this panel some best practices on how to revise your poetry and sharpen it to its most effective.

Panelists: Bill Campana, The Klute

Saturday, 5pm, Inside the Bungalow

Collaborating: Write a Book Without Killing Each Other (Or How to Hide the Body If You Do)

Writing together can be fun! No, really. Learn what makes a successful writing team and how two (or more) minds can be better than one.

Panelists: Scott Shehi

Saturday, 5pm, Volstead Public House

When the Story Isn't Done: Building a Series

Writing series can be both a blessing and a curse. Learn about the pitfalls of transitioning to multiple books and not just keeping readers, but adding new ones as you go.

Panelists: Deena Remiel, Colette Black

Saturday, 5pm, Jarrod's Coffee, Tea and Gallery

Young People Read!

A discussion of creating books for younger readers, and how they are similar and different from other readers.

Panelists: Jenn Czep, Brad Snyder

Saturday, 5pm, Lost Dutchman Coffeehouse

Creating an Antagonist Readers Love to Hate

We are all the hero of our own story- antagonists are no different. Learn how to develop strong antagonist that brings out the best in your protagonist, and create villains readers will love to hate.

Panelists: Sharon Skinner, Alan Black

Saturday, 6pm, Lost Dutchman Coffee House





What Can I Say, Do or Print? a Non Fictioner's Guide to Staying Out of Legal Trouble

Non fiction writers have some real world challenges when it comes to permissions, rights and publishing. Learn some best practices on how you can secure content and be on the up and up.

Panelists: Hal Astell, Charlie Lesueur
Saturday, 6pm Volstead Public House

SUNDAY

Visuals: Finding the Best Image for the Job

Using visuals in your work is a great way to communicate quickly with the reader. Learn how images can be used to convey emotions, actions and/or ideas.

Panelists: Kyna Tek, Rodney Hom, Sam Mort
Sunday, 10am, Jarrod's Coffee, Tea and Gallery

So You Want To Be A Poet

Digging deeper for the best language and Fighting cliché, the never ending battle.

Panelists: Bill Campana and Leah Marche
Saturday, 10am-11am at Volstead

1st Page Read

Bring the first page of your manuscript, read to the panelists, who will provide on the spot reactions/critiques.

Panelist: Tom Leveen, Sharon Skinner
Sunday, 10am, Inside the Bungalow

"Hey," the Panelist Said, "I'm Talking To You About Dialogue."

Effective dialogue is critical for keeping the reader enthralled and engaged in your story. Our panelists share their best practices and horror stories of dialogue.

Panelists: Bruce Davis, Tom Leveen
Sunday, 11am, Jarrod's Coffee, Tea and Gallery





Building Blocks: Doing Events, Where to Start

Investing money and time wisely and with a strategy can give your book the best chance of success. Avoid potentially demoralizing pitfalls with the advice of this panel.

Panelist: Simon Driscoll, Rowie Shebala, T.L. Smith
Sunday, 11am, Volstead Public House

Building Block: Research

All writers do some sort of research. Learn effective research techniques. From our panel of experienced researchers avoid misleading sources of information and data sources.

Panelists: Charlie LeSueur, Bob Leeper
Sunday, 11am, Inside the Bungalow

You've Created the Poem, Now Go Read it Somewhere...

The Valley has a variety of places where you can go share the new poetry you have created, and Arizona has many more. Learn about the different venues and styles in this panel.

Panelists: Patience Fones, The Klute, Rowie Shebala
Sunday, 12pm, Jarrod's Coffee, Tea and Gallery

Should I Save the Cat With a Hero's Journey in 3 Acts?

A discussion of screenwriting and the various approaches to structure.

Panelists: Jon Bonnell
Sunday, 12pm, Volstead Public House

Technology: Getting Social Media to Work for You

Everybody says get a Twitter and a Facebook, but what does that mean? What kind of lifelong commitment have you just signed up for by accepting those terms of service. And more importantly, how do you sell your books using social media.

Panelists: Alan Black, Bob Nelson
Sunday, 12pm, Inside the Bungalow

Ready For Love- The Romance Writer's Credo

The world of the romance writer, what exactly does it have in it? Learn more about the writing obligations, trends and best practices for writing romance.

Panelists: Deena Remiel, Patti Hulstrand
Sunday, 1pm, Jarrod's Coffee, Tea and Gallery





Creating the Perfect Character by Making Them Imperfect

Readers want characters they can relate to, because they want to believe that they too, can overcome. Examine what makes them truly relatable.

Panelist: Bruce Davis, Tom Leveen

Sunday, 1pm, Volstead Public House

Writing programs in the Valley

Learn more about some of the best writing programs offered at valley educational institutions.

Panelists: Mark Young, Jeremiah Blue, Rob Baron

Sunday, 1pm, Inside the Bungalow





2016 Presenter Roster

Thank you to all of our 2016 presenters. Please support these amazing people though the pop up bookstore, a review online or a visit to their website.

| | |
|-----------------------|--|
| Patience Fones | bonnybooks.com |
| Russ Kazmeirczak, Jr. | amazingarizonacomics.blogspot.com/ |
| Keith Anderson | |
| Jenn Labuz | jennlabuz.com |
| Jeremiah Blue | |
| Mark Young | |
| Alan Black | alanblackauthor.com |
| Brad Snyder | |
| Colette Black | coletteblack.net |
| Deena Remiel | deenar116.wordpress.com |
| J.A. Giunta | jagiunta.com |
| Jenn Czep | jjmczep.com |
| Sharon Skinner | sharonskinner.com |
| Simon Driscoll | facebook.com/Driscoll.Books |
| Terry Smith | facebook.com/TISmithSfAuthor |
| Tom Leveen | tomleveen.com |
| Bruce Davis | thatwhichishuman.com |
| Kyna Tek | facebook.com/kytekiART |
| Rodney Hom | rodneyhom.com |
| Jill Brenner | tempe.gov |
| Bob Leeper | evermorenevermore.com |
| Charlie Lesueur | facebook.com/charlie.lesueur |
| Hal Astell | apocalypselaterfilm.com |
| Jon Bonnell | sunstudiosaz.com |
| Sam Mort | sammortproductions.com |
| Rowie Shebala | rowieshebala.com |
| The Klute | theklute.com |
| Leah Marche | facebook.com/leahmarche |
| Bill Campana | facebook.com/bill.campana.1 |
| Dave DiPietro | RedMountainBookkeeping.com |
| Bob Nelson | bobotatory.com |





Disa McAllister
Evelyn Byrne-Kusch
Jake Freidma
Patti Hultstrand
Scott Shehi
Scott Lange
Rob Baron
Tim Florschuetz

whitebirdpublications.com
fourchamberspress.com
timeconquersall.com
tribecomics.com
ftbpress.com

HAVE SOME FUN...

We have over 30 speakers, and we have some prizes donated to us to give away. Gather the autographs of at least 20 of our presenters here in the program, and show them to us at the pop up bookstore, we will enter you into a drawing to win one of those prizes!

- Must be a registered attendee or presenter guest.
- Prizes drawn Sunday, winners can check the PUB to see if you won!



Book One of The Ascension

THE LAST INCARNATION



J.A. Giunta



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