



Vladyana Krykorka

Canadian Society of Children's
Authors, Illustrators and Performers

28th ANNUAL

PACKAGING YOUR IMAGINATION

Saturday, November 10, 2012

Keynote: Richard Scrimger

A day of workshops for those interested in
writing, illustrating or performing for children

Packaging Your Imagination

Saturday, November 10, 2012

Registration 8:15 am

Workshop Location

Victoria College, University of Toronto
73 Queen's Park Crescent East, Toronto, Ontario

Packaging Your Imagination, now in its 28th year, is a day of workshops conducted by professionals in writing, illustrating and performing. Returning after an enthusiastic response last year are our **Master-level sessions** — intended for established writers and illustrators — as well as a **session for Beginners**. All other sessions are at the Intermediate level. See also our **Pitch Perfect** manuscript/portfolio critiquing sessions. The entire day, including lunch, costs just \$155.00.

For full details or to register on-line go to canscaip.org or phone our office at 416-515-1559.

PITCH PERFECT!

Manuscript / Portfolio Critiques

\$40 Additional Fee

Get a one-paragraph pitch plus 1000 words critiqued by agent, Patricia Ocampo or editor/publisher, Sheila Barry in a ten-minute private session. Or get five portfolio pieces critiqued by art director, Marie Bartholomew. Space is limited.

Attendees will receive an appointment between 4:00 pm and 6:15 pm. Pitches and 1000 words must be emailed by Oct. 1, 2012. **For complete details on how to participate in Pitch Perfect see our website at www.canscaip.org.**

A BARGAIN: Keep growing as a writer or illustrator. Join as a first-time Friend at the reduced rate of \$35.00 *when you send your application with your registration*. See our website for a complete list of Friends' privileges.

Please enrol...

Name _____

Address _____

Postal Code _____ Phone _____

Email _____

Confirmation will be sent by email unless you indicate otherwise.

☐ Mail: Include stamped, self-addressed business-size envelope with this registration.

If mailing in registration, send completed form with a cheque made out to CANSCAIP to:

Lorna Poplak, c/o CANSCAIP
104-40 Orchard View Blvd, Toronto, ON, M4R 1B9

Post-dated registrations will be processed on the date on the cheque.

... in these workshops

1st choice

2nd choice

Group A _____

Group B _____

Group C _____

Cheque included for workshops and lunch _____ \$155.00 ☐

(Lunch will be salad and sandwiches. We regret that no other dietary request can be accommodated)

Cheque included for Pitch Perfect Manuscript Critique _____ \$40.00 ☐

Cheque included for Pitch Perfect Portfolio Critique _____ \$40.00 ☐

Cheque included for **first-time** Friend membership _____ \$35.00 ☐

TOTAL _____

REFUND POLICY

Cancellation fee is \$35 before October 20th. No refund after Oct. 20th.

Group A: 9:30 – 10:50am

Choose one of 1,2,3,4

1

Lisa Dalrymple
Breaking In
(Without Breaking
Down)

From developing your craft to submitting your manuscripts, learning from rejection to celebrating sweet victory, this workshop will offer strategies to help build your writing career. Lisa will share tools and tips based on her own experiences “breaking in.”

2

Lena Coakley
Believing in Magic:
Writing Fantasy
and Urban Fantasy

Lena will examine the craft of fantasy writing, from general writing and plotting techniques to creating believable characters and compelling alternate worlds. Participants should expect to do a few writing exercises.

3

Vladyana Krykorka
Balancing Act:
Successfully
Integrating
Illustration and Text
MASTER CLASS FOR
ILLUSTRATORS

Vladyana will discuss art techniques, colour, cover design, balance of positive and negative space, type and its readability, and use her published books and future projects to share design ideas.

4

Helaine Becker
Yes, You CAN Make a
Living as A Writer in
Canada!

ROI. B2B. Profit Centre. Supply Chain. Qualifying the Customer. If these business-related phrases strike fear in your heart, this workshop is for you. Learn the business basics of writing you really need to make your writing career pay.

Group B: 11:05 am – 12:25 pm

Choose one of 5,6,7,8

5

Norma Charles
The Golden Age of
Mid-Grade Readers
is Here

Now that Bella and Edward are old news, and YA is saturated, where are the great books for 9- to 13-year-olds? It's a huge audience. And they're hungry. Hear how Norma wrote and sold 16 novels for her favourite age group.

6

Tim Wynne-Jones
Dialogue: The
Mechanics of
MASTER CLASS FOR
WRITERS

A novel has two kinds of narrative: summary and scene. Scene represents the “real time”—the show, the reveal—and dialogue is usually at its heart. How do we get the most out of it? What makes dialogue pop?

7

Willow Dawson
Little Lies: Facts,
Fictions and Scene
Transitions

Willow will guide you through a series of illustration exercises, while explaining some key concepts of sequential art. She'll share her experiences breaking into the business, and encourage discussion on fiction and non-fiction in graphic novels.

8

Christopher Moore
Writing for Kids Who
Love History

“I'm lucky,” Chris says. “I don't write for kids who don't love history. Fortunately there are lots who do.” This workshop is about rewarding and challenging readers already sold on historical nonfiction.

Group C: 1:25 – 2:45 pm

Choose one of 9,10,11,12

9

Carolyn Beck
Playing With Words:
Confessions of a
Picture Book Junkie

Let's dive into the rumbly, tumbly, joyfully jumbly world of picture book texts. We'll explore the topic in general, then focus on poetry, sound and rhythm, rhyme and meaning, do a couple of short exercises and gurgel with merriment.

10

Allan Stratton
Writing Characters
From The Inside Out

Allan will lead you through visualization and roleplay exercises that will help you with your most difficult characters. You'll learn how to build characters from their point-of-view—the inside-out approach. Bring your writing questions and he will offer solutions.

11

Clayton Hanmer
Using Comics to
Communicate with
Kids

Clayton uses comics as a tool to get the point across to anyone and everyone, from children to pharmaceutical marketing agency reps. Find out how and why comics are the perfect visual aide for any application or age group.

12

Sheila Barry
Patricia Ocampo
Are You There,
Publishers? It's Me,
Author

Publisher/Editor Sheila Barry and agent Patricia Ocampo give tips on how to stand out from the slush-pile crowd—from brainstorming unique ideas to pitching perfectly. They'll outline what to expect once you've signed the contract.

KEYNOTE
SPEAKER:
Richard Scrimger, What Are You Doing Here?

3:00 – 3:45 pm