

Saturday,  
October 18,  
2014



CANSCAIP PRESENTS:

## PACKAGING YOUR IMAGINATION

Canada's Conference for Children's  
Authors, Illustrators & Performers



Humber College  
Lakeshore Campus  
21 Colonel Samuel  
Smith Dr.  
Toronto, ON M8V 1K8

**REGISTRATION: 8:15 am**

**WELCOME ADDRESS: Teresa Toten**  
On Your Mark! Get Set...

### SESSION A

#### 1. Rob Laidlaw

(Writing, Intermediate)

#### **No Dancing Bears Please: Making Your Issue-Based Non- Fiction Work For Change**

A broad range of serious issues affect the world today, but that doesn't mean you shouldn't be writing about them. Children are already engaged and informed and want to learn more. This workshop will look at Rob's process for researching and writing engaging, fun and informative children's non-fiction books about animal issues.

#### 2. Erin Bow

(Writing, Intermediate)

#### **Details: How Little Things Bring Your Writing to Life**

Some details will win your readers' hearts forever -- and some will make them skim and sigh impatiently. Which ones are which, and how do you know? Award-winning author Erin Bow will walk you through it, using lots of examples from current teen books.

#### 3. Debbie Ohi

(Professional Development, Beginner)

#### **Lightning Rods, Agents & Book Deals: Building Your Personal Brand**

Debbie will explain how an effective author or illustrator brand can give you a major edge in finding agents, landing book deals and marketing your work. She'll also offer practical tips on how to find your own authentic brand as well as how to build it online.

#### 4. Cybèle Young

(Illustration, Intermediate)

#### **The Art and Design of Picture Books**

Cybèle will share the story of her development as a fine artist venturing into children's books and how the two areas merge and inform one another. Exploring the image/text connection through different mediums, she will reveal her different approaches in process and technique. There will be physical examples and hands-on experimenting.

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### SESSION B

#### 5. Lesley Livingston

(Writing, Advanced)

##### 'Arc' is a Four-Letter Word: Plot Structure for the Architecturally Challenged

No diagrams, charts or spreadsheets. Approach your plot structure organically instead of mechanically. This workshop will explore techniques and methods for building in pacing, "arc" and flow from the inside of the story outward.

#### 6. Paula Wing

(Writing, Intermediate)

##### Standing On Your Head: Adapting Your Work for the Stage

A hands-on workshop that will give you tools and techniques to adapt your novel or short story into a play or script.

#### 7. Ashley Spires

(Writing, Intermediate)

##### The Accidental Graphic Novelist

Picture books and graphic novels are completely different, right? From draft, to storyboard, to final art, follow the surprisingly similar path that both mediums take on their way to becoming a finished book.

#### 8. Matt James

(Illustration, Intermediate/Advanced)

##### See What Sticks: Planning A Picture Book

Some weeks before this workshop, Matt will provide participants with a choice of classic stories to develop into a 32-page picture book, as far as they can. They'll be expected to bring thumbnails of their story, and hopefully a few pages of linears and/or finals to the workshop for critique and discussion.

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### SESSION C

#### 9. Teresa Toten moderates an Industry Panel with Susan Rich of Little, Brown Books for Young Readers and Tara Walker of Tundra Books

(All Levels)

##### The State of the State

The publishing industry has been whiplashed by changes. What is the "state" of publishing **right now**? What do we need to know about social media, mergers, distribution, eBooks and genres? What's hot and what's not? Is it different in the US? And most important, how does all this affect us?

#### 10. Shelley Tanaka

(Writing, Advanced)

##### Whose Voice Is It, Anyway?

We'll explore how writers channel and manipulate the fictional "child's" voice, the relationship between voice and point of view, how writers can distinguish their own writerly voice from that of their characters, and why these issues are so important for those who write for young readers.

#### 11. Holly Kent

(Professional Development,  
Intermediate)

##### Social Media for Authors and Illustrators: Reaching Readers Online

This workshop is for published authors and illustrators who want to learn how to promote themselves on social media. Holly will show them how they can reach readers on the following social media platforms: Facebook, Twitter, Tumblr, Instagram, Pinterest, Goodreads, and the 49th Shelf.

To register for PYI 2014, visit  
**[canscaip.org](http://canscaip.org)**

For **speakers' bios**, click [here](#)

**CLAIRE MACKAY MEMORIAL KEYNOTE LECTURE:** Susin Nielsen  
Confessions of a Word Nerd