



Packaging Your Imagination
Saturday, November 14, 2015, Humber College Lakeshore Campus, L Building

8:15 to 9:00	REGISTRATION, BREAKFAST coffee, tea, juices, muffins		
9:00 to 9:30 KEYNOTE	OPENING KEYNOTE: The Finding, Care and Feeding of Your Writer's Voice Loris Lesynski		
9:30 to 9:45	BREAK coffee, tea, juices, snack		
9:45 to 10:45 MORNING SESSIONS	MASTER CLASS: The Lazy Antagonist Valerie Sherrard	The ABCs of Picture Books Andrew Larsen	Negotiating a Book Contract: The Devil is in the Details Sally Keefe Cohen
10:45 to 11:00	BREAK coffee, tea, juices, snack		
11:00 to 12:00 MID-MORNING SESSIONS	PANEL: Writing Today's Futures: Crafting Science Fiction and Fantasy Teens Love Leah Bobet MODERATOR E. L. Chen, Megan Crewe, Maureen McGowan, Emily Pohl-Weary	MASTER CLASS: Making Pictures Live: Telling the Visual Story Werner Zimmermann	Author Visits: How to Get Them, Do Them, and Get Paid Marsha Skrypuch
12:00 to 1:00	LUNCH sandwiches and salads, coffee, tea, juices		
1:00 to 2:00 AFTERNOON SESSIONS	PANEL: Publishing: What's Up, What's Down, What's Ahead David Bennett – Transatlantic (MODERATOR) Carrie Gleason – Dundurn Press Olga Filina – Rights Factory Lynne Missen – Penguin Canada	Capturing Ideas and Finding Inspiration John Martz	Finding Your Story Wesley King
2:00 to 2:15	BREAK coffee, tea, juices		
2:15 to 3:15 MID-AFTERNOON SESSIONS	MASTER CLASS: Taking Your Picture Book from Pitch to Publication Sheila Barry	Keeping it Real: Writing Non-Fiction for Young Readers Hugh Brewster	The Secrets of Great Submissions Ishta Mercurio & Sheryl Shapiro
3:15 to 3:30	BREAK coffee, tea, juices, snack		
3:30 to 4:30 KEYNOTE	CLOSING KEYNOTE: Tips for Creatively-Inclined Girls and Guys Linda Granfield		
4:30 to 5:00	BOOK SIGNINGS Presenters' books available for sale		
4:45 to 7:00 ONE-TO-ONE EVALUATIONS	ONE-TO-ONE EVALUATIONS (option for additional \$75) <ul style="list-style-type: none"> Writers/artists can schedule 15 minutes with publisher or agent who has evaluated their manuscript prior to PYI (art director evaluates portfolios on-site): David Bennett – Transatlantic Agency, Peter Carver – Red Deer Press, Olga Filina – Rights Factory, Carrie Gleason – Dundurn Press, Lynne Missen – Penguin Canada, Sheryl Shapiro – Annick NEW! Authors/illustrators can schedule 15 minutes with marketer who has evaluated their author website/social media prior to PYI: Joyce Grant – ad agency owner and author, Angela Misri – website/social media developer and author 		