



Penguin Group

P R E S E N T S

The icon for BlogHer, featuring a stylized orange figure with arms raised in a celebratory or writing pose.

BlogHer
Writers '11

New York City • 10.21.2011

Welcome To The BlogHer Writers '11 Conference Guide

The BlogHer team is thrilled to host you at the first ever BlogHer Writers conference, presented by Penguin Group. We will have a full day of programming and small group mentoring, which will be targeted to your individual interests and goals.

If there is anything we can do to make your conference experience better, please let us know! And if you're on Twitter, contact us any time before and throughout the conference: @BlogHerEvents.

—Elisa, Jory, Lisa, and the entire Events Team



Penguin Group

Welcome to the 2011 BlogHer Writers Conference, sponsored by Penguin! On behalf of everyone at Penguin, we're excited to meet with you, hear about what you're working on, and offer you guidance through the world of book publishing. During this conference, you'll work directly with editors, agents, publicists, and authors. We'll help you learn how to craft the perfect pitch letter, how to turn one book into a writing career, how to best reach readers both online and off, and much more.

What's most exciting for us, though, is what we'll learn from you. At Penguin, our goals are simple: find and publish the best books and connect them with the right readers. Bloggers like you are an integral part of both of these goals. Some of our most successful franchises have begun as blogs, and we're always looking for the next new voice or idea that can become a book. And many of you have probably worked with Penguin publicists to promote upcoming books, whether you received a galley in the mail or participated in the BlogHer Book Club. These books can really take off when bloggers like you give them your stamp of approval and recommend them to all of your readers.

So this writers conference is our way of saying, "Thank you," as well as to find out how we can work together even more closely. Do you have an idea for a book? We want to hear about it. Are there Penguin titles you'd like to read before anyone else? Let us know. Would you like to interview your favorite author on your blog? We can help!

You'll meet a lot of people at the conference, and you'll undoubtedly come away with phone numbers and email addresses. But if you have a question or comment for Penguin and don't know who to contact, please write to writersconference@us.penguin.com. We're looking forward to hearing from you. Here's to the beginning of a beautiful friendship...

—Your friends at Penguin

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Agenda-at-a-Glance

Thursday, October 20th

TIME	EVENT
6:00pm - 8:00pm	Welcome Reception

Friday, October 21st

TIME	EVENT
8:30am - 9:00am	Welcome
9:00am - 9:45am	General Session: Blogs to Books
10:00am - 11:15am	Breakout Session #1
11:30am - 1:00pm	Lunch with Publishing Veteran Dominique Browning
1:15pm - 2:45pm	Mentor Brainstorming
3:00pm - 4:00pm	Breakout Session #2
4:15pm - 5:00pm	Closing Session: Successful Authors... Their Different Journeys to Writing Nirvana

Welcome Reception, Thursday, October 20th (6:00pm - 8:00pm)

Join BlogHer and Penguin as we welcome you to BlogHer Writers '11. You'll have a chance to meet and mingle with your fellow conference attendees, speakers, and BlogHer and Penguin staff during our Welcome Reception at the Bridges Bar in the Hilton New York.



General Session Descriptions

Welcome (8:30am - 9:00am)

BlogHer co-founders **Elisa Camahort Page**, **Jory Des Jardins**, and **Lisa Stone** welcome you with a portrait of the BlogHer Writers '11 attendees and results of recent research by BlogHer about the book consumption habits and interests of the BlogHer community. They're joined by Penguin Strategic Innovations Advisor **Barbara Marcus**, who'll provide a veteran insider's view of what's happening now in publishing, and the qualities and strategies that will help you chart the smartest path.

General Session: Blogs to Books (9:00am - 9:45am)

The conference will kick off by tackling the blog-to-book subject immediately and head on. What kind of blogs catch agent and publisher eyes? What makes a blog book-worthy? What kind of books will now remain blogs? **Elisa Camahort Page** moderates the conversation with Sterling Lord Literistic, Inc. agent **Neeti Madan** and Penguin editors **Marian Lizzi**, **Patrick Mulligan**, and **Rebecca Hunt**. Between them they've brought books to market from the commercial to the cerebral, from reference to narrative nonfiction to humor to pop culture.

Lunch with Publishing Veteran Dominique Browning (11:30am - 1:00pm)

BlogHer cofounder **Lisa Stone** interviews author (*Slow Love: How I Lost My Job, Put On My Pajamas & Found Happiness*) and veteran journalist **Dominique Browning** about her writing life, which has spanned over three decades, a dozen-plus journals, several books, and a sea-change or two. What are her greatest challenges, which are her most indispensable writer's practices, who are her most potent role models, and why?



General Session Descriptions cont.

Mentor Brainstorming (1:15pm – 2:45pm)

Meet for 90 minutes in a small group led by an advanced professional in the field, to focus your vision and identify your next steps. Part coaching session, part peer networking session, all custom-tuned to the needs and questions you bring to the table.

Joined by no more than nine other attendees, come prepared for the session with a one-minute overview of your project/concept/book (i.e. an “elevator pitch”) and one or two focused, specific questions or challenges related to it. The mentors will go around the group, so each attendee gets the chance to ask at least one question. As with any “master class,” you can expect to learn as much from the other attendees, their experiences, and the mentor’s answers to their questions, as you will learn from working on your own question.

You will choose from the following groups upon registration for the conference:

- Seeking fiction agent
- Seeking nonfiction agent
- Seeking help with a book proposal
- Memoir group
- Literary novel group
- Genre novel group (romance/mystery/thriller/scifi, etc.)
- Children’s (YA/middle grade/picture book)
- Humor/novelty (ex: LOLcats/Cake Wrecks, etc.)
- Cookbooks
- Shorter works/anthologies
- Expert platform nonfiction (How-tos, Tech books, Business)
- Working with book bloggers to promote your book

Closing Session: Successful Authors... Their Different Journeys to Writing Nirvana (4:15pm – 5:00pm)

BlogHer Writers closes with an inspiring look at three very different paths to success from three very different authors. In spite of their unique paths, all are down-to-earth and eager to share their personal journeys. BlogHer co-founder **Jory Des Jardins** interviews authors **Ann Napolitano** (author of *A Good Hard Look* and *Within Arm’s Reach*), **Jean Kwok** (author of *Girl in Translation*), and **Kathy Cano-Murillo** (author of *Miss Scarlet’s School of Patternless Sewing*).

Breakout Session Descriptions



Breakout Session 1 (10:00am – 11:15am)

Track 1: Publishing 101

This session provides a basic overview of the entire traditional publishing process, including a glossary of terms, and submission and query how-tos for both fiction and non-fiction works. Moderator **Dominique Browning** (author of *Slow Love: How I Lost My Job, Put On My Pajamas & Found Happiness*), along with Penguin editors **Amber Qureshi** and **Danielle Perez**, ICM agent **Kate Lee**, and Penguin attorney **Linda Cowen** will provide both intel and advice.

Track 2: How to Turn a Book or Two into a Writing Career

What do you do when your first book gets published and you don't automatically find yourself making a living as a best-selling author? **Lynn Forbes** moderates an honest discussion in which authors **Ann Napolitano** (author of *A Good Hard Look*) and **Carleen Brice** (author of *Children of the Waters*), Penguin editor **Ginny Smith**, and writer/producer **Jane Schonberger**, and share the information and inspiration they use to forge a sustainable writing life.

Breakout Session 2 (3:00pm – 4:00pm)

Track 1: Your Role as Marketer in Today's Publishing World

Writers are—or need to be—marketers, and your command of social media provides a critical edge: both pre-book deal, to validate you have a following, and post-book publication, to help you sell your book. BlogHer editor **Rita Arens** (editor of *Sleep Is for the Weak*) moderates a discussion with Penguin Business Development Manager **Colleen Lindsay**, author **Jean Kwok** (author of *Girl in Translation*), independent PR consultant **Lauren Cerand**, and Penguin marketer **Lydia Hirt**.

Track 2: Alternative Publishing Models: It's Not Only about the Printed Hardback

Book publishing is undergoing a great deal of change, but not because of a drop in readers and writers. Quite the opposite: this session provides a wide-ranging discussion of the myriad alternatives to paper, such as “digital first,” self-publishing, and trans-media. Writer/producer **Jane Schonberger** will moderate the conversation with author **Angela Tung** (author of *My Tiger Mom & Me*), author, editor, and SheWrites publisher **Kamy Wicoff** (author of *I Do But I Don't: Why The Way We Marry Matters*), Penguin Digital Product Manager **Katherine McCahill**, and Penguin Property Developer **Peter Harris**.

What to Bring to BlogHer Writers '11: A Checklist

- Comfortable shoes
- A camera (be sure to tag any photos you upload with “BlogHerWriters”)
- Business cards with your website’s URL and/or Twitter handle
- The address and phone number of the venue (see page 13) and the hotel you’re staying at (if different from the conference hotel)
- Email and phone number of friends/bloggers/roomies you plan to meet-up with
- Your laptop, iPad or a notebook and pen
- Chargers and power-cords for all your electronics (phone, camera, laptop, etc.)
- Your BlogHer Writers '11 registration confirmation
- Your I.D.
- A power strip, if you can manage it
- Pens/pencils for making notes, even just on business cards, to remind you of who you met and what you discussed
- A sweater or scarf for those chilly, air-conditioned conference rooms

*Remember, if you forget anything, you’re in the middle of Manhattan – you can replace just about anything. Plus, BlogHers are very good at sharing.

FAQ's and Tips

WHAT DO I DO IF I HAVE A QUESTION? WHAT IF I LOSE SOMETHING?

There will be BlogHer staff [wo]manning the registration desk during conference hours. Need something? Lose something? Head to Registration, which will serve as “Conference Central.” The staff will be able to steer you in the right direction. Or Tweet us: @BlogHerEvents.

WHO WILL BE THERE?

Check out our [BlogHer Writers Conference](#) page, and click on “[attendees](#)” (and why not add yourself to the page if you haven't yet?) Be sure to review the [Conference agenda](#) as well, to find others with shared interests. It's a great way to meet people

WHAT WILL THE WEATHER BE LIKE IN NEW YORK?

Fall is a great time to visit New York. The leaves are starting to turn and the weather averages highs of 65 degrees, and lows of 50 degrees. We find it's always best to pack layers. There's a slight chance of rain during this season, so an umbrella or rain jacket could come in handy. And remember: a scarf or lightweight jacket always comes in handy, especially in air-conditioned conference rooms.

WILL THERE BE WIFI? PLACES TO PLUG IN?

We will provide free WiFi for all conference attendees throughout every one of our meeting rooms in the Hilton. Electrical outlets for recharging will also be provided throughout each break-out room.

SHOULD I BRING MY LAPTOP? WHAT IF I DON'T HAVE ONE?

Laptops are encouraged, and there will be free WiFi in all areas of the conference. So bring 'em if ya got 'em.

That is, if you want to. Some people feel that bringing their laptop is too heavy, too cumbersome, and too distracting. This is why many people choose to ditch the laptop in favor of good, old-fashioned notebooks. It's completely up to you. If you don't have a laptop, you won't be alone.

HOW DOES REGISTRATION WORK? WHEN DO I GET MY BADGE?

You may pick up your badge at the reception Thursday evening from 6—8 pm in the Bridges Bar at the Hilton New York. If you are unable to attend the reception you may pick up your badge on Friday, October 21. All conference materials will be distributed on Friday.

CAN I BRING MY HUSBAND/PARTNER/FRIEND/CHILDREN ALONG?

Everyone, regardless of gender and age, was welcome to register for the event. However, only paid registrants are allowed into the Conference area (though infants are allowed to accompany a parent or guardian).

WILL THERE BE MEALS INCLUDED?

The BlogHer Writers pass includes a cocktail reception on Thursday, October

FAQ's and Tips

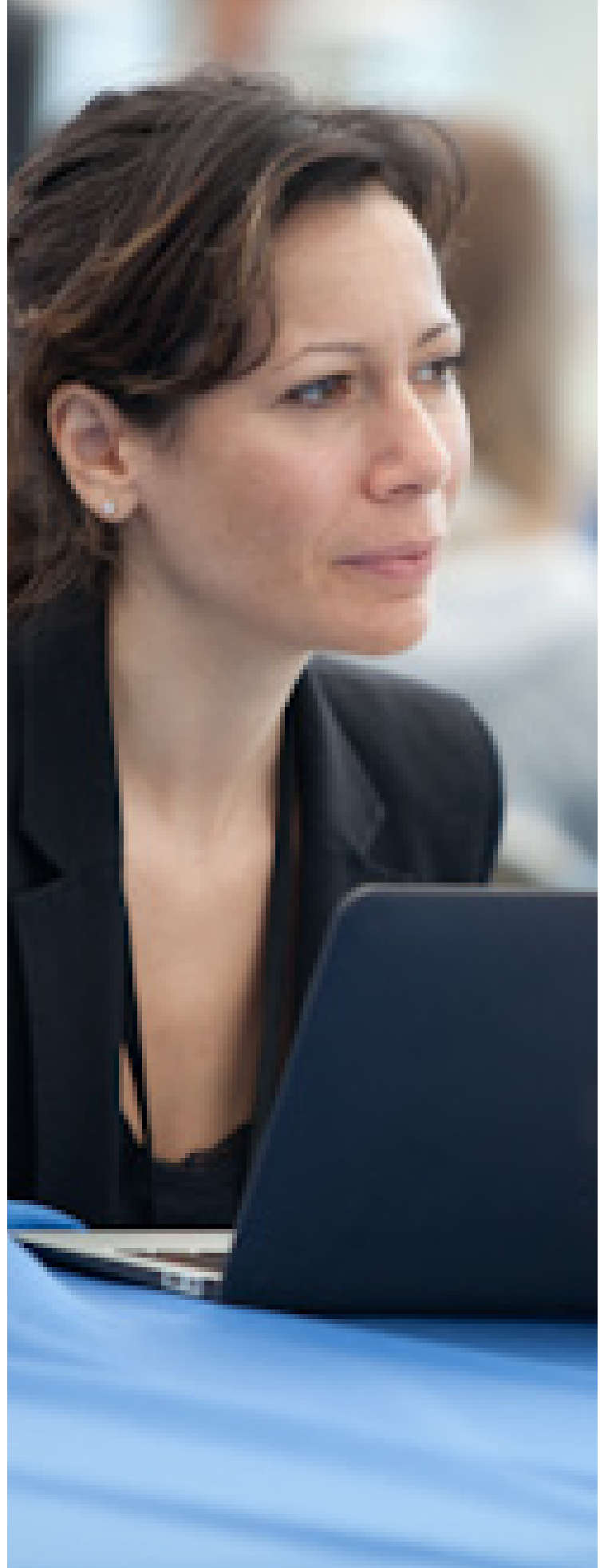
20th, where we will have a hosted bar and light fare. Breakfast and lunch on Friday are also included. As always, BlogHer will have vegan and gluten-free options at every meal at BlogHer Writers.

DON'T LOSE YOUR BADGE!

You will need your badge to access all of our meeting rooms, including general sessions, break-out rooms, and the reception. Keep your friends close and your badge closer.

WHAT SHOULD I WEAR?

Wear whatever makes you feel most comfortable. "Proper BlogHer Attire" runs the gamut. There will be attendees in jeans, shorts, skirts, suits, dresses, and yoga pants. There will be tailored jackets and there will be t-shirts.



ADVERTISEMENT

A banner for Social Week featuring the text "social week" in a stylized font. Above the text is the URL "www.socialweek.com | @socialweek". A diagonal banner on the left says "PARTICIPATING EVENT". Below the main text are logos for various participating organizations: HAYZLETT GROUP, PAPERMAG, contact™, executivecouncil, H.A.S.H. & B.T., pivot CONFERENCE, THE SCREEN, GENERAL ASSEMBLY, TechForum, yoxi, BlogHer, DMA, and MFX. The banner ends with "...and more!".

Logistics

Venue

BlogHer Writers '11 will be held at the Hilton New York in Midtown Manhattan.

Hilton New York
1335 Avenue of the Americas
New York, NY 10019
(212) 586-7000

DIRECTIONS TO THE HILTON NEW YORK FROM JFK

Via Car

Distance from hotel: 17 mi.

Drive time: 45 min.

Directions: Van Wyck Expressway North To Long Island Expressway (LIE) West and watch for signs to Queens Midtown Tunnel to 34th street. Go west across 34th street to Avenue of the Americas (6th Avenue). Make a right and go up the Avenue to 53rd St.

Via Public Transportation

Approx travel time: 55 min

Total Fare : \$7.25

From JFK AIRTRAIN TERMINAL 4
Take the JFK AIRPORT TO JAMAICA STATION bound AIR Train (Fare: \$5.00)
Get off at JFK AIRTRAIN TERMINAL D - JAMAICA
From SUTPHIN BLVD-ARCHER AV/JFK E/J/Z/LIRR
Take the WORLD TRADE CENTER bound E Train (Fare: \$2.25)
Get off at 7TH AV STATION B/D/E
Walk 0.17 miles (4 minutes) East to destination.

DIRECTIONS TO THE HILTON NEW YORK FROM LGA

Via Car

Distance from hotel: 8 mi.

Drive time: 30 min.

Directions: Grand Central Parkway to Brooklyn Queens Expressway South to Long Island Expressway West. Follow signs for Queens Midtown Tunnel to 34th Street. Take 34th Street West to Avenue of the Americas (6th Avenue). Make a right and go to 53rd St.

Via Public Transportation

Approx travel time: 46 min

Total Fare : \$2.25

Walk 0.09 miles (2 minutes) South-West to LAGUARDIA AIRPORT- PARKING LOT #2
Take the WEST SIDE BWAY - 106 ST via 125 ST bound M60 Bus (Fare: \$2.25)
Get off at HOYT AVE & 31ST S
From ASTORIA BLVD STATION N/Q
Take the STILLWELL AV-CONEY ISLAND bound Q Train
Get off at 57TH ST - 7TH AV STA (DOWNTOWN) N/Q/R
Walk 0.28 miles (6 minutes) South to destination.

Speakers

Please click on speaker's name to view full bio on www.blogher.com.



Amber Qureshi

Executive Editor, The Viking Press

<http://us.penguin.com/static/pages/publishers/adult/viking.html>

Track 1: Publishing 101
Mentor Brainstorming



Angela Tung

Author

<http://angelatung.com>

@tung_angela

Track 2: Alternative Publishing Models: It's Not Only about the Printed Hardback



Ann Napolitano

Author, *A Good Hard Look* and *Within Arm's Reach*

<http://annnapolitano.com/>

@napolitanoann

Track 2: How to Turn a Book or Two into a Writing Career
Closing Session: Successful Authors... Their Different Journeys to Writing Nirvana



Barbara Marcus

Strategic Innovations Advisor, Penguin Group USA

Welcome



Carleen Brice

Author of *Orange Mint and Honey* and blogger

<http://www.carleenbrice.com>

@carleenbrice

Track 2: How to Turn a Book or Two into a Writing Career



Colleen Lindsay

Community Manager for Book Country and Business Development at Penguin

<http://bookcountry.com>

@colleenlindsay

Track 1: Your Role as Marketer in Today's Publishing World
Mentor Brainstorming

Speakers

Please click on speaker's name to view full bio on www.blogher.com.



Danielle Perez

Editor, Penguin

Track 1: Publishing 101

Mentor Brainstorming



Dominique Browning

Author, *Slow Love: How I Lost my Job, Put on My Pajamas, and Found Happiness*

<http://www.dominiquebrowning.com/about.html>

Track 1: Publishing 101

Lunch with Publishing Veteran Dominique Browning



Elisa Camahort Page

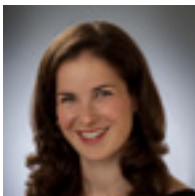
Co-Founder and COO, BlogHer

<http://www.blogher.com>

@elisac

Welcome

General Session: Blogs to Books



Ginny Smith

Editor, The Penguin Press

Track 2: How to Turn a Book or Two into a Writing Career



Jane Schonberger

Writer/producer, BlogHer Editor, Managing Partner/Editorial Director of Pretty Tough LLC

Track 2: How to Turn a Book or Two into a Writing Career

Track 2: Alternative Publishing Models: It's Not Only about the Printed Hardback



Jean Kwok

Author, *Girl in Translation*

<http://jeankwok.com/>

@JeanKwok

Track 1: Your Role as Marketer in Today's Publishing World

Closing Session: Successful Authors... Their Different Journeys to Writing Nirvana

Speakers

Please click on speaker's name to view full bio on www.blogher.com.



Jory Des Jardins

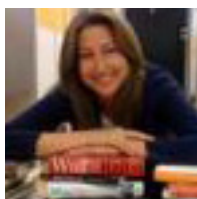
President of Strategic Alliances, BlogHer

<http://blogher.com>

@JoryDJ

Welcome

Closing Session: Successful Authors... Their Different Journeys to Writing Nirvana



Kamy Wicoff

Founder/CEO, SheWrites

<http://www.shewrites.com>

@shewritesdotcom

Track 2: Alternative Publishing Models: It's Not Only about the Printed Hardback



Kate Lee

Agent, International Creative Management

<http://www.curtisbrown.co.uk/katelee-icm/>

Track 1: Publishing 101

Mentor Brainstorming



Katherine McCahill

Digital Product Manager, Penguin

Track 2: Alternative Publishing Models: It's Not Only about the Printed Hardback



Kathy Cano-Murillo

Author, *Ms. Scarlet's School of Patternless Sewing* and *Crafty Chica's Guide to Artful Sewing*

<http://www.craftychica.com/>

@craftychica

Mentor Brainstorming

Closing Session: Successful Authors... Their Different Journeys to Writing Nirvana



Lauren Cerand

Independent Public Relations Representative and Consultant

<http://www.laurencerand.com>

@luxlotus

Track 1: Your Role as Marketer in Today's Publishing World

Speakers

Please click on speaker's name to view full bio on www.blogher.com.



Linda Cowen

Associate General Counsel

<http://www.penguin.com>

Track 1: Publishing 101



Lisa Stone

Co-Founder and CEO, BlogHer

<http://blogher.com/>

@lisastone

Welcome

Lunch with Publishing Veteran Dominique Brow



Lydia Hirt

Assistant Marketing Manager Putnam and Riverhead, Penguin

@lydiahirt

Track 1: Your Role as Marketer in Today's Publishing World



Lynn Forbes

Vice President Product, BlogHer

<http://www.blogher.com>

@LynnForbes

Track 2: How to Turn a Book or Two into a Writing Career



Marian Lizzi

Editor-in-Chief, PerigeeBooks

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General Session: Blogs to Books



Neeti Madan

Agent, Sterling Lord

General Session: Blogs to Books

Mentor Brainstorming

Speakers

Please click on speaker's name to view full bio on www.blogher.com.



Patrick Mulligan

Editor, Penguin

General Session: Blogs to Books
Mentor Brainstorming



Peter Harris

Director of the Penguin Development Group

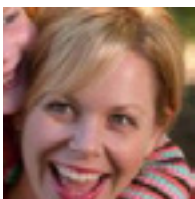
Track 2: Alternative Publishing Models: It's Not Only about the Printed Hardback



Rebecca Hunt

Associate Editor, Penguin

General Session: Blogs to Books
Mentor Brainstorming



Rita Arens

Assignment and syndication editor, BlogHer and Author, *Sleep Is for the Weak*

<http://surrenderdorothy.typepad.com>

@ritaarens

Track 1: Your Role as Marketer in Today's Publishing World

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BlogHer '12

New York City • August 2-4, 2012

Did you hear the news? The BlogHer Annual Conference is headed back to New York City in 2012! And tickets are [on sale now](#). Get our Early Bird ticket rate now through February 29th.

See you in the Big Apple!

