

WHAT IT TAKES

Getting Published in Today's Market



Concept, Characters and Contracts

Join us for a conference designed to help you get your work published. Things kick off with craft-based workshops for writers and illustrators on Friday evening. Then Saturday's packed with presentations by three editors:

Victoria Wells Arms from **Bloomsbury** (US),
Lisa Yokowitz from **Disney-Hyperion** (US),
Imogen Cooper from **Chicken House** (UK) and
art director, **Val Brathwaite** from **Bloomsbury** (UK).

Hear what it takes from some of the best publishing professionals from NY, the UK and Paris.

Date:

Friday and Saturday, December 2-3, 2011

Time:

Friday: 6:00- 8:30pm;

Saturday: 9:30am-6:00pm

Place:

Parsons Paris School of Design
14, rue Letellier, 75015 Paris, France

Cost:

Friday workshop and Saturday Conference,
SCBWI Members registered by Nov. 7: 145€
registered after Nov. 7: 185€
Nonmembers registered by Nov. 7: 195€

A **limited number of individual critiques** are available with one of the faculty members for 40€. All attendees will receive a **free pass** for the Montreuil Salon du Livre Jeunesse on Monday, December 3 and are welcome to join us for lunch.

Contact:

Dana Carey dcarey_ap@yahoo.fr

A Sneak Peek!

Saturday Presentations

Standing Out in the Slush Pile:

Crafting a Strong Submission Package *Lisa Yokowitz*

Wondering how to catch an editor or agent's eye? Learn the dos and don'ts of query letters and manuscript submitting. Get an editor's-eye view of what makes a submission unputdownable and what's selling in the current market.

The Importance Of Strong Characters

Victoria Wells Arms

The Importance of the Big Concept *Imogen Cooper*

Saturday Afternoon Workshops

Raising the Stakes: Perfecting Your Pace

and Plot to Create a Page-turner *Lisa Yokowitz*

All beloved books have one thing in common: readers find them hard to put down and will go back to them time and again. As a group, we'll look at an example of a well plotted and paced picture book, discuss ways to use page turns to progress a story, and explore the shared elements of fully realized picture books and novels. Writers will plot a new story in a guided exercise and have the opportunity to share it with the group and receive feedback.

Translating the Big Concept to the Page *Imogen Cooper*

"In a competitive market a writer really needs to understand that original thinking and big ideas are the key to getting published, rather than the quality of the prose— something an editor can help a writer refine."

Character-building (-) Exercises *Victoria Wells Arms*

Illustrators & Picture Books *Val Brathwaite*

Friday Night Workshops

Expanding Horizons for Illustrators

Bridget Strevens-Marzo

How and where can we widen our hunting ground as illustrators, develop our repertoire and get paid for it? Bridget will discuss ways to develop and survive as a children's book illustrator. Bring your portfolios and/or projects for informal feedback and suggestions as to what steps to take next.

Revising Your Work

A gentle critique session designed to help you polish your manuscript. We'll discuss key things to look for when you're revising and techniques to reduce the time spent on editing.

VICTORIA WELLS ARMS

is editor-at-large at Bloomsbury Children's Books. In 2001 she started the American children's list at Bloomsbury, stepping back after her children were born to work part time on a select list of authors and artists. She is the editor for Newbery-Honoree Shannon Hale (*Princess Academy*, *The Books of Bayern*, the *Rapunzel's Revenge* graphic novels, and Hale's adult books, including the forthcoming *Midnight in Austenland*); E. D. Baker (*Tales of the Frog Princess*); Susan Vaught, Nikki Grimes, Kirsten Miller, Renee Watson, Rozanne Gold, Amy Krouse Rosenthal, Annie Barrows and others.



Before coming to Bloomsbury, Victoria was an editor at Putnam BFYR

and before that, at Dial BFYR. Upcoming projects include a debut YA novel about a soldier who returns from Afghanistan and finds unexpected romance, a fairy tale from E. D. Baker, the third book in the Kiki Strike series, and a bilingual picture book from Susan Middleton Elya and Dan Santat. She takes on a few new authors/projects a year and is always looking for something funny and unusual.

LISA YOSKOWITZ

is an editor at Disney-Hyperion Books for Children. She works on fiction for the full range of ages and her current projects include a picture book about a spunky group of kids who form a rock band, a middle grade action-adventure trilogy, and a time travel romance for teens. Prior to joining the Hyperion team, Lisa spent a number of years at Dutton Children's Books, where she had the pleasure of working with many talented authors and illustrators, including Lee Bennett Hopkins, Lauren Myracle, and Heather Hepler.



Lisa is looking to acquire fresh, exciting, and fabulously-voiced picture books and novels. She is most interested in short-texted, character-driven picture books that speak to children and wink at adults; humorous or action/adventure boy-oriented chapter books and middle grade; all genres of girl-oriented chapter books and middle grade; and all genres of literary YA, from historical to contemporary, angst-ridden to snarky.

IMOGEN COOPER

Imogen's route into publishing and editing was an unusual one. She has a degree in Theatre and an MA in European Culture, and initially wanted to direct for the stage. She landed in children's publishing after working on regional arts' education projects.

Imogen began her publishing career editing Gervase Phinn, working on the acclaimed Storysack project and creating award-winning books for babies. After that, she turned her hand to editing longer fiction and this was when she discovered her love for directing for the page rather than the stage!

Since being at the Chicken House she has helped many debut authors achieve their potential and, in 2010, received the prestigious Branford Boase Award. Imogen thoroughly enjoys acquiring new manuscripts for Chicken House and managing the eclectic list.

**VAL BRATHWAITE**

has worked in book publishing for 20 years. Before moving into children's books, Val started her career at Allen and Unwin adult



publishers in London where she worked on fiction, life style books, fantasy fiction including Tolkien and graphic novels. Val has worked with various children's publishers, Orchard Books, HarperCollins, Kingfisher, Belitha Press and Scholastic. Her experience ranges from young pre-school novelty books, board books, picture books, young fiction, teenage fiction and non-fiction. Val has

commissioned and worked with many illustrators over the years. She is now the Design Director of Bloomsbury Children's Books.

BRIDGET STREVS-MARZO

wrote and illustrated her first three books for UK & US publishers in the early 1990s, and then worked as the in-house author-illustrator for an international children's multimedia company in Paris. That and her brief experience as an art director at Bayard Presse, Paris, gave her fresh ideas and tools to play with.

She is sought out as an illustrator for her color and for her talent for inventing visual sub-stories, with warm, lively and original characters. But Bridget loves words too, and weaving her own stories and playful paths around pictures. Recent titles include: *Kiss, kiss!* (Little Hare/Egmont), *The Big Book for Little Hands* (Bayard/Tate Gallery UK) to the recent School Library Journal star-reviewed *Mini Racer* (Bloomsbury), and French and English versions of *Nursery Rhymes*.

<http://www.bridgetstevens.com>

**The Society of Children's Books Writers and Illustrators**

Founded in 1971 in California, this international professional association has grown to more than 20,000 members around the world. The chapter in France was launched in 1996 and now has over fifty members. In addition to the annual conference, SCBWI France holds a retreat every two years in Brittany and offers monthly critique group meetings. To find out how you can join, please visit: <http://www.scbwi.org/>.

