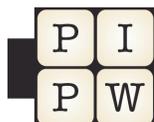




(Formerly the Ventura County Writers' Conference)

*Celebrating 5 years of delivering education
for writers, editors, publishers, and authors*

Produced by:



PACIFIC INSTITUTE FOR PROFESSIONAL WRITING

www.pipw.org

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About the 805 Writers' Conference

An expanded version of the highly successful Ventura County Writers' Conference

The literary arts are an under-served segment of the creative communities along California's Central Coast. In 2011, the Pacific Institute for Professional Writing (PIPW) was organized to bring quality educational opportunities to the region by hosting events with publishing-industry professionals as speakers and instructors. The area is not lacking in published and produced writers of all genres and formats, as well as those trying to sell their manuscripts. Through workshops, master classes, and the highly successful Ventura County Writers' Weekend, PIPW now expands its mandate by making year five of the Writers' Weekend into a full-fledged writing conference.

Renamed the 805 Writers' Conference, the weekend event will highlight not only the many literary figures in the 805 area code, but will also include East Coast publishing professionals as speakers and panelists. The conference takes place at the Crowne Plaza Hotel in Ventura on Saturday, October 31 and Sunday, November 1, 2015.

By making the VC Writers' Weekend into a larger event, the 2015 conference will be able to provide classes, panel discussions, and keynote sessions covering a wider variety of writing: fiction, nonfiction, memoir, screenplays, and plays. The conference will also feature educational seminars with panels comprised of publishing professionals and best-selling authors. The conference plans to have a panel of literary agents from across the country. Invitations will be sent to literary agents in New York, San Francisco, and Los Angeles, and to publishing editors from major New York houses.



Scholarships to area students and seniors

Each year PIPW awards full scholarships to area students ages 16 - 25 and residents over the age of 50, to attend the conference and our workshops. Each must submit a synopsis and the first five pages of their work to a panel of judges drawn from the PIPW advisory board. *The Ventura County Star* also sponsors two scholarships to the conference. PIPW wishes to expand this program in 2015 by donating a portion of every sponsorship to the scholarship fund. The goal is to give fifteen full scholarships, valued at \$299 each. In 2014, PIPW awarded scholarships to two students and six adults.



Bestselling authors, literary agents, book marketers, editors, and more who have spoken at the event...



Past conference sessions covered:

- Self-publishing 101
- Literary agent panels
- Full-day fiction-writing class
- Book marketing - how to get radio, TV, articles, and book reviews
- How to use social media to sell books
- Publicity - what the author must do to get PR
- Memoir writing
- Women rule because they buy the books
- Editors' panel on how to shape your novel



Testimonials from past attendees

After each conference, PIPW sends out a survey to all attendees asking for their comments on the sessions, speakers and how to improve the event. All replies are anonymous. Below is a sampling of responses when asked what they thought of the overall event.

"We are so fortunate to have a local affordable writers' conference featuring relevant topics and industry experts right here in Ventura County. "

"I was impressed by the panelists, their knowledge and candid way to share their experiences. They helped every single writer

"For density of useful information, this is one of the best workshops I've ever attended. I gained perspective, tricks of the trade, how-to's, and useful references for later learning on my own. I also "met" professionals I now can follow up with in my writing. I was very glad that I arranged to attend both days. I experienced NO dead time in any of the sessions. I thought of many writers I know who, I think, missed out on information that would have been of extraordinary help to them in their writing enterprise. I would recommend this conference to any person interested in improving his/her writing and/or getting his/her writing published."

"The Ventura County Writers' Weekend has changed my life. I got everything I wanted out of it and more."

"I found the event very informative, especially as a relatively new writer. The information I learned from certain workshops is already factoring in and helping to improve the novel I am currently working on right now. Meeting other published or aspiring authors didn't hurt either."

"I learned to edit, edit, edit. I learned about "beats". I learned about dialogue. I learned how and WHY to write more interesting log lines, paragraphs, pages. I remembered to give pleasure to the reader and not just myself. I learned the state of the market. Facts about agents."

"The tools and information provided were invaluable in making a writer better at writing, and in marketing to agents. I'm SO HAPPY that I attended because I'm determined to work HARDER. I'm reading Stein's book on writing and the other on editing. I've already tried some suggestions on writing dialogue and see (and hear) the improvement. This conference was timely for me! Thanks"

"This is an important event, one I look forward to attending each year. I only wish it were quarterly! I'd be there in a NYC minute with my literary bells on!"



About the Pacific Institute for Professional Writing

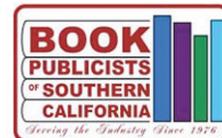
Co-founded by Southern California literary legend Shelly Lowenkopf and author Kathleen Sexton Kaiser, PIPW's prime objective is to raise the level of professional writing education on the Central Coast. The area boasts numerous writers who lack opportunities to meet and learn from publishing professionals. Mr. Lowenkopf is a retired executive editor, a former professor at USC, current UCSB Masters of Writing professor, and author of over 35 books. His latest, *Love Will Make You Drink and Gamble, Stay Out Late at Night*, won the 2014 Los Angeles Book Festival award for best compilation of short stories. He was awarded the Lifetime Achievement for Writing by USC, where he taught for 30 years.

"We see a growing literary population developing on the Central Coast," said Kaiser, PIPW's executive director. "We want to embrace a broader field of writers, beyond our past focus on fiction and memoir. With the move to a larger venue we are able to offer two consecutive tracks with more speakers and in-depth education to the writers who attend." Ms. Kaiser is a published author, newly elected president of the Small Publishers, Artists & Writers Network (a national organization), and past president of the Ventura County Writers Club.

Unlike the Santa Barbara Writers' Conference, a for-profit company, PIPW is a California 501(c)(3) nonprofit with an all-volunteer operational staff.

Writing community support

Regional writing groups co-sponsor the event every year because PIPW does not have members. PIPW events are open to writing clubs and provide discounts to their members. For 2015, a broader group of nonprofit sponsors have been approached. Past sponsoring organizations include:



Artwork used in conference logo, "Morning Stroll, Ventura Pier," was donated by Ventura artist, Tina O'Brien.



Marketing Exposure

Over the last four years, the Ventura County Writers' Weekend has had a loyal following that returns each year. Information taken from online registration shows that over 50% who attend are returning attendees. Another 35% stated friends had recommended the conference.

This year we plan to extend advertising throughout the 805 area code and work with writing groups in Santa Barbara and San Luis Obispo counties to invite their members to the conference. The conference will also expand its social-media presence to attract more people to the event. Banner ads will appear on newspaper, magazine, and radio websites, Twitter, Yelp, LinkedIn, and literary blogs. Because we will be in a larger venue, we will launch Facebook and Google+ pages to attract a broader audience, which has not been done in the past.

PIPW utilizes a highly visual and effective promotional campaign to build awareness of the conference. This program has grown to include major sponsorship from local media outlets. Through an extensive public-relations campaign, stories and features about the conference have been picked up by the *Los Angeles Times*, *Ventura County Star*, various monthly magazines, assorted weekly newspapers, internet-based television shows and radio, and PBS outlets throughout the Central Coast and Southern California.

Our media campaign is partially funded through sponsorships with the leading radio, magazine, and newspaper outlets. Projected attendance: 600 people