

## SCHEDULE AT A GLANCE: SATURDAY 21 OCTOBER 2017

08:00 – 08:15	Conference welcome & writing exercise	
08:15 – 09:00	<p><b>Romy Sommer:</b> A Quick A-Z Guide to Publishing</p>	
09:00 – 10:00	<p><b>Keynote Speaker – Jane Porter</b></p>	
10:00 – 10:20	Mid-morning tea break	
10:20 – 11:20	<p><b>Didi Potgieter:</b> Aangename kennis: Leer ken jou karakters*</p>	<p><b>Suzanne Jefferies:</b> Have you lost the plot? **</p>
11:20 – 12:15	<p><b>Afrikaans Panel Discussion, moderated by Elsa Winckler</b> Die opkoms van die Beta-held (Kinder doesn't mean less sexy!)</p>	
12:15 – 13:15	Lunch	
13:15 – 14:15	<p><b>Carolyn Meads, Kwela Publishing:</b> What is so special about Chick Lit?</p>	<p><b>Rae Rivers:</b> Newsletters &amp; Mailing Lists **</p>
14:15 – 15:15	<p><b>Cairistine Canary, NB Uitgewers:</b> Hoe lyk en lees 'n goeie verhaal oor liefde? Die soort liefde wat jy op aarde kry – nie op Mars nie! *</p>	<p><b>Rebecca Crowley:</b> All the Single Ladies **</p>
15:15 – 15:30	Mid-afternoon tea break	
15:30 – 16:20	<p><b>Suzanne Jefferies:</b> Creating Kick-ass Female Characters</p>	<p><b>Joss Wood:</b> The Business of Writing: contracts, royalties, agents, and professionalism **</p>
16:20 – 17:15	<p><b>Rae Rivers:</b> Impostor Syndrome</p>	

## SCHEDULE AT A GLANCE: SUNDAY 22 OCTOBER 2017

08:00 – 08:30	Author Book Signing		
08:30 – 09:30	Anthony Ehlers: Finding your Voice		Published Authors’ Round Table to be led by Rebecca Crowley
09:30 – 10:30	Writing YA with Joanne Macgregor (Eng)	Writing Historicals with Malene Breytenbach (Afrikaans)	Writing Erotic Romance with Anthony Ehlers (Eng)
10:30 – 10:45	Mid-morning tea break		
10:45 – 11:45	Erica Taylor: What a Wonderful World		Joanne Macgregor: Self-publishing for Beginners **
11:45 – 12:45	Marlies Haupt, Lapa Uitgewers: Die goedmaak en tot niet maak van genderstereotipes in die romansgenre *		Anthony Ehlers: Critiques: giving and receiving constructive criticism **
12:45 – 13:45	Lunch		
13:45 – 14:45	Mia Botha: Kiss, but don’t tell		Romy Sommer: Improving your SEO: websites, blogging and social media **
14:45 – 15:45	Joss Wood and Rebecca Crowley: How to write great sex scenes		
15:45 – 16:00	Mid-afternoon tea break		
16:00 – 17:00	Jane Porter to close the conference with a final talk		

## SATURDAY SESSIONS

Event	Speaker(s)	Description
<b>A Quick A-Z Guide to Publishing</b>	Romy Sommer	Romy kick-starts the conference with a general overview of publishing, recent trends in romance, and a look at some of the terminology you can expect to hear throughout the conference. Especially recommended for beginner writers.
<b>Aangename kennis: leer ken jou karakters</b>	Didi Potgieter	Leer ken jou karakters voor jy begin skryf om die plot, storielyn en dialoog te verbeter. In hierdie sessie gaan ons tegnieke bespreek waarop jy jou karakters beter kan leer ken.
<b>Have you lost the plot?</b>	Suzanne Jefferies	What makes you keep turning the page? Conflict, turning points, inciting moments, the point of no return, escalating tension and so on. With a nod to the movies, this three act structure will help you plot your way to 'the end'.
<b>Die opkoms van die beta-held</b>	Paneelbespreek	Elsa Winckler moderates this panel discussion on the rise of the Beta hero. The panel includes editors Marlies Haupt, Cliffordene Norton and Cairistine Canary, and author Malene Breytenbach.
<b>What is so special about Chick Lit?</b>	Carolyn Meads	Carolyn Meads, publisher at Kwela Books, highlights the defining characteristics of this genre with respect to other forms of romantic fiction and looks at what makes South African chick lit unique.
<b>Newsletters and mailing lists</b>	Rae Rivers	For published authors looking to reach and retain new readers, Rae will look at newsletter programs, how to build a mailing list, and how to come up with ideas for content.
<b>Hoe lyk en lees 'n goeie verhaal oor liefde?</b>	Cairistine Canary	Mense lees liefdesverhale en liefdesromans omdat hulle wil ontspan. Dis 'n genre wat ontvlugting moet bied, maar dit moet tog realisties en stimulerend wees.
<b>All the Single Ladies</b>	Rebecca Crowley	All the Single Ladies: Creating Complex Heroines. Exclusively for non-Afrikaans speakers.

Event	Speaker(s)	Description
<b>Creating Kick-ass Female Characters</b>	Suzanne Jefferies	Strong women aren't confined to the Wonder Woman/Sarah Connor/Ripley swing-a-gun, do-kung-fu, dressed-in-army-fatigues type. Want to know how your female lead is a badass without the guns to rival Arnie? Suzanne will show you how.
<b>The Business of Writing</b>	Joss Wood	This session for traditionally published authors, or those aiming for traditional publishing contacts, will cover contracts, royalties, agents and professionalism.
<b>Impostor Syndrome: how to stop feeling like an impostor and own your own success</b>	Rae Rivers	Understanding Imposter Syndrome, how it plays a role in your struggle to believe or accept your accomplishments, and tips to help you break through those barriers and embrace your achievements.

## SUNDAY SESSIONS

Event	Speaker(s)	Description
<b>Finding your voice</b>	Anthony Ehlers	What is voice? Is it viewpoint? Is it tone? Is it some intangible mystery that baffles new and seasoned writers alike? What if it's all three? We look at the tips and tricks you can use to set free your most authentic voice, and use it to brand your writing. Your voice can establish you as a unique talent in the market and bring readers back to your special magic with every new book.
<b>Published Authors' Round Table</b>	Rebecca Crowley	A casual, round table discussion for published authors, to discuss the challenges authors face after publication. Moderated by Rebecca Crowley.
<b>Writing YA</b>	Joanne Macgregor	Successful YA author Joanne Macgregor will introduce you to the YA (Young Adult) and NA (New Adult) genres. What are YA readers looking for, and what makes this genre so popular?

Event	Speaker(s)	Description
<b>Historiese romanses</b>	Malene Breytenbach	Hoe skryf jy 'n historiese roman/romanse? Dit verg navorsing oor karakters, omgewing en die tyd waarin dit afspeel en dit moet oortuigend en geloofbaar wees. MB illustreer die proses met riglyne, wenke en voorbeelde.
<b>Writing Erotic Romance</b>	Anthony Ehlers	Whether it's kinky or funny, straight or queer, erotica is the hot rebel genre that breaks all the rules. It doesn't matter if it's hormone driven or given a literary twist, erotica not only opens our inner fantasies but can illuminate the fascinating and rich diversity of the society, culture and even religion of the world we live in today.
<b>What a Wonderful World</b>	Erica Taylor	No matter whether your setting is a Regency drawing room or an alien planet, effective world building is a crucial element of creating a believable background for your story.
<b>Self-publishing for Beginners</b>	Joanne Macgregor	A practical step-by-step guide for self-publishing beginners. Joanne will walk you through the process of uploading an actual book, while covering front matter, back matter and keywords. <b>Note:</b> Bring your laptop and your completed book – we'll be doing it live!
<b>Die goedmaak en tot niet maak van genderstereotipes in die romansgenre</b>	Marlies Haupt	'n Verkenning van wat ons reg doen, wat ons verkeerd doen, asook waar ons kan en moet verbeter. Hoe vermy ons dit om in stereotipe-slaggate te trap en sterk heldinne en helde te skep. Hoe sorg ons dat ons sodoende Liefde as die groot gelykmaker vier?
<b>Critiques: giving and receiving constructive criticism</b>	Anthony Ehlers	Keeping an open mind, a restless search to learn more and grow as a writer, and a desire to help others in our writing community – all of us can learn from critiques, appraisals, and beta readers. Whether you're on the giving or receiving end, there are a few tips to keep in mind.

Event	Speaker(s)	Description
<b>Kiss, but don't tell</b>	Mia Botha	A practical talk that will teach you how to show, and not tell. (Plus, advice on when you should tell.)
<b>Improving your SEO: websites, blogging and social media</b>	Romy Sommer	Marketing for authors: How to use keywords and metadata to boost your online visibility.
<b>How to write great sex scenes</b>	Joss Wood & Rebecca Crowley	Two accomplished authors share their secrets for writing steamy sex scenes that are more than just 'insert slot A into slot B'. Laughter guaranteed.

## KEYNOTE SPEAKER



### Jane Porter

USA Today, and New York Times bestselling author of 50 romances and women's fiction titles, Jane Porter has been a finalist for the prestigious RITA award five times, with her Tule Publishing novella, *Take Me, Cowboy*, winning the Novella Category July 2014.

Today, Jane has over 12 million copies in print, including her wildly popular *Flirting with Forty*, a novel picked by Redbook Magazine as it's Red Hot Summer Read in 2006 before being turned into a Lifetime movie in 2008 starring Heather Locklear.

Born in Visalia, California, Jane describes herself as a small town girl at heart. She loves to travel, and spent much of her high school and college years abroad, studying in South Africa, Japan and Ireland.

Jane holds an MA in Writing from the University of San Francisco and makes her home in sunny California with her surfer husband, three sons, and two dogs. She is a founder of Tule Publishing.

You can find out more about Jane's books [on her website](#).



### Mia Botha

Mia is a creative writer by heart, a copywriter by trade. She facilitates writing courses for Writers Write, she ghost-wrote the best-selling tashas cookbook, and she won the Mills & Boon Voice of Africa short story competition.

She writes books, courses, blog posts and recently even a pantomime. Mia has used her many years of procrastination experience to create 12shortstories.com and she is currently writing 12 short stories in 12 months with a group of intrepid writers.

#### Sessions:

Kiss, but don't tell



### Malene Breytenbach

Malene het tot ouderdom 14 in Rhodesië (tans Zimbabwe) gewoon. Nadat sy by die Universiteit van Pretoria die grade BA en BA(Hons) behaal het, het sy as vertaler gewerk. Sy het in 1985 na Stellenbosch verhuis waar sy die grade Hons, magister en DPhil, MA en MPhil behaal het, en van 1990 tot 2008 aan die Universiteit gewerk het. Tans skryf sy voltyds.

In 2005 het sy by LAPA Uitgewers gedebuteer met 'n romanse, *Palmyra herleef*. Sedertdien is verskeie van haar romanses (kontemporêr, medies en histories) by LAPA en NB-Uitgewers gepubliseer. Sy het ses romans geskryf en verskeie van haar kortverhale het in tydskrifte en bundels verskyn. <http://www.malenebreytenbach.co.za>

#### Sessions:

Die opkoms van die beta-held (paneelbesprek)  
Hoe skryf jy 'n historiese roman/romanse?



### Cairistine Canary

Cairistine Canary het tale op Stellenbosch studeer. Na vyf jaar in die onderwys, het sy by NB-Uitgewers aangesluit. Sy is sedert April werksaam as redakteur.

#### Sessions:

Die opkoms van die beta-held (paneelbesprek)  
Hoe lyk en lees 'n goeie verhaal oor liefde? Die soort liefde wat jy op aarde kry – nie op Mars nie!



## Rebecca Crowley

Rebecca hails from Manhattan, Kansas, home of Kansas State University and ubiquitous references to 'The Little Apple'. She pulled up her Midwestern roots to attend Barnard College in New York City, where she remained for two years after graduation before moving to London to pursue an MA at UCL. After six years, innumerable pints of lager, and too many hours spent on public transportation, she made the leap to the sunny Johannesburg, South Africa.

Today, Rebecca writes smart romance with flawed heroines, redemptive heroes and a dash of sensibility.

[www.rebeccacrowley.net](http://www.rebeccacrowley.net)

### Sessions:

Writing exercises for non-Afrikaans speakers

Published Authors' Round Table

How to write great sex scenes



## Anthony Ehlers

Anthony, a creative writing facilitator for Writers Write since 2007, has been encouraging and inspiring writers young and old with his energy, humour and insights into novels, short stories, and movies.

He was twice runner-up in the Essentials / Mills & Boon Voice of Africa competition (2009, 2010). Anthony's short stories have been published in anthologies sponsored by the National Arts Festival SA. In 2013, his crime short story was included in *Bloody Satisfied*, and his erotic drama was included in *Adults Only*. His story, *Breaking the Rules*, also featured in SA *Playboy* magazine in 2014.

As a scriptwriter, he has written four television features for the popular *Mzansi Love* rom-com on SA television. An original screenplay, *Voices of Faith*, was filmed earlier this year and is in post-production.

Anthony believes that when you meld craft, passion, and perseverance together, you will succeed as a romance writer.

Follow his blogs on [WritersWrite.co.za](http://WritersWrite.co.za) and on [SARomanceWriters.blogspot.co.za](http://SARomanceWriters.blogspot.co.za).

### Sessions:

Finding Your Voice

Writing Erotic Romance

Giving & Receiving critiques





## Marlies Haupt

Marlies Haupt het in die laeveld van die verre Noorde van die land grootgeword. Haar hoërskoolloopbaan is in die Kaap voltooi. Aangesien lees en kreatief wees van kleins af groot liefdes was, was 'n studie met Afrikaans en Engels as hoofvakke 'n natuurlike gevolg. Sy het 'n BPhil Joernalistiek (2012) en MA in Afrikaans en Nederlands (2014) aan die US voltooi.

Nadat sy as joernalis vir Die Burger en Huisgenoot gewerk het, het die uitgewersgogga onverwags en behoorlik gebyt. Haar uitgewertande is as redaksiehoof by Naledi Uitgewers in die Kaap geslyp. Sedert November 2014 is sy die Romanza-uitgewer by LAPA Uitgewers in Pretoria.

Marlies is verslaaf aan lees en swem, is mal oor kuns en bestee so veel as moontlik tyd in die natuur.

### Sessions:

Die goedmaak en tot niet maak van genderstereotipes in die romansgenre



## Suzanne Jefferies

Suzanne Jefferies is a published contemporary, paranormal and erotica romance writer. She's won the 2011 Mills & Boon Voice of Africa competition, and won the 2016 ROSA Imbali Award for excellence in romance writing for her novel *The Joy of Comfort Eating*. She works as a writer-for-hire, mostly for public companies, hustling for gigs, as well as writing articles for big, glossy corporate magazines.

[www.suzannejefferies.com](http://www.suzannejefferies.com)

### Sessions:

Have you lost the plot?

Creating Kick-ass Female Characters



### Joanne Macgregor

When not writing books, Joanne Macgregor is a Counselling Psychologist in private practice. She consults and writes on alternate days, and in completely different head-spaces and physical environments.

She started her professional life as a high school English Teacher, but has also worked as an IT trainer, a theatre dogsbody, and management consultant. Also as a waitress, an in-store frozen vegetable demonstrator and make-up artist.

Although she lives in the frenetic adrenaline-rush that is the city of Joburg, Joanne has always been in love with nature, and escapes into the mountains and the bush whenever she can. She's a pretty good cook, grows vegetables, and is addicted to chilies and bulletproof coffee.

Joanne is a bird of many feathers and enjoys writing for different ages. She is the author of several books for young adults.

<http://www.joannemacgregor.com>

#### Sessions:

Writing YA (Young Adult)

Self publishing for beginners



### Carolyn Meads

Carolyn Meads is the Fiction Publisher at Kwela Books, an imprint of NB Publishers. Kwela was established in 1994 with the aim to broaden the scope of South African fiction and to tell stories that had not be heard before.

Before starting her career in publishing, Carolyn was the editor of the literary website Books LIVE. She holds an honours degree in Afrikaans and Dutch and a BPhil degree in Journalism from Stellenbosch University. She is working on her masters degree in Literary Translation part-time.

#### Sessions:

What is so special about Chick Lit?



### Didi Potgieter

Didi Potgieter woon haar lewe lank op Potchefstroom. Vandat sy kan onthou skryf sy liefdesverhale in haar kop, maar h finale-jaarsopdrag het haar gedwing om dit op papier te waag. So het *Leer my Liefhê*, haar eerste romanza die lig gesien. Met h man en twee kinders en die verantwoordelikheid van brood op die tafel sit, was haar program amper oorvol en tyd vir skryf maar min. Tog het die stories en die karakters bly opduik en aan die begin van 2017 het Didi besluit om voltyds te begin skryf.

#### Sessions:

Aangename kennis: leer ken jou karakters



### Rae Rivers

Rae Rivers is an avid reader and writer with a passion for writing Paranormal Romances and Romantic Suspense novels. She is a RWA and ROSA member and the author of the magical Paranormal Romance trilogy, *The Keepers*, published with HarperCollins. Rae lives on a flower farm in Cape Town, South Africa, with her husband and children and a zoo of pets. Besides writing, she loves time spent with family and friends, the outdoors, travelling, reading and chocolate.

[www.raerivers.com](http://www.raerivers.com)

#### Sessions:

Newsletters and Mailing Lists

Impostor Syndrome



### Romy Sommer

Romy is the author of four contemporary romance novels published by HarperCollins, and she has also indie-published seven books under her own name and a pseudonym. With her Hollywood romance novel, *Not a Fairy Tale*, Romy became the first South African to be nominated for the prestigious RWA Rita award.

Her passion for encouraging and growing aspiring writers led Romy to found ROSA (Romance writers Organisation of South Africa). Through the organisation, she has mentored and taught a great many writers, and she now offers her expertise via personalised, one-on-one coaching to writers of all commercial fiction genres.

[www.romysommer.com](http://www.romysommer.com)

#### Sessions:

A Quick A-Z Guide to Publishing

Improving your SEO: Websites, blogs and social media



## Erica Taylor

Erica Taylor is a mother of two and military wife married to her high school sweetheart. Raised in the mountains of Colorado, she holds a BA in History from the University of Colorado. Erica has been writing stories since she can remember, picked up her first romance novel while on a beach vacation as a teenager, and fell in love with falling in love, with sexy heroes and the feisty women who challenge their lives.

A self-confessed geek, Erica loves anything Harry Potter, Doctor Who or Star Wars, can spend hours in Target with a Starbucks and truly believes a cat makes a home. Currently living in South Africa, Erica can often be found writing during soccer practice or piano lessons and is not afraid to let dinner burn if it means getting the story out of her head.

<https://www.ericataylorauthor.com>

### Sessions:

What a Wonderful World



## Joss Wood

Joss Wood loves books and travelling— especially to the wild places of Southern Africa. She has domestic skills of a pot plant and drinks far too much coffee.

Joss has written over twenty-five books for the Kiss/ Modern Tempted, Presents and most recently, the Desire line for Harlequin/Mills and Boon. She also writes for Tule Publishing and has had two single title romances published with Penguin/Random House for their Intermix imprint.

In 2013 Joss won the RT Reviewers Choice Award for best Harlequin Kiss. After a career in pro-business lobbying and local economic development, she now writes full time. Joss lives with her husband and their two teenage children in northern KZN.

<http://josswoodbooks.com>

### Sessions:

The Business of Writing

How to write great sex scenes