

## ABSW Book Writing Workshop - Programme



09:15 **Coffee/Registration**

09:30 **Welcome & Introduction**

Brief introduction to the workshop and its goals

09:35 **Finding Your Big Idea**

Genre Exploration Exercise: Participants identify a book they like within their genre, explain why they like it, and discuss how their book would differ.

What makes a book idea stand out? Discussion on key elements of a strong and marketable book concept. What makes this idea compelling? Why do you want to write?

Group discussion and feedback.

10:00 **Book Proposal Essentials**

Key components of a strong book proposal: Participants to start drafting and then populating sub-sections for their own book in session. This is a hands-on keyboard session where participants outline and structure their proposals.

11:00 **Coffee Break**

11:15 **The Elevator Pitch**

Crafting a compelling one-minute pitch: Live practice with peer feedback

Interactive Pitch Competition: Participants will have the opportunity to present their book pitches, with feedback from peers and industry experts

11:45 **Q&A with Publishers & Agents & Networking**

Insights into the publishing industry; what publishers and agents look for; common pitfalls and how to avoid them

12:45 **Closing & Next Steps**

Actionable takeaways and setting personal goals; resources for writers

13:00 **Sandwich lunch and networking**

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