

Saturday 4th November

8:45 to 9:30 – Welcome Coffee and Registration
MMU Business School, North Atrium

Meet Your Network

North Atrium (Brew and Cake café tables)

9:30 to 9:45 – Opening Remarks

With *Natascha Biebow and Alison Gardiner (SCBWI Co-Regional Advisors)*
Kate Peridot and Tracey Guiry (SCBWI Conference Co-Chairs)
Main Auditorium G.36 (Ground Floor)

9:45 to 10:35 – Author Keynote:

With *Robin Stevens*
Main Auditorium G.36 (Ground Floor)

10:35 to 10:55 – Coffee Break

Robin Stevens Book Signing and Book Sales
North Atrium

10:55 to 12:15 – MORNING BREAKOUTS

Sleuths and Suspects: Creating a Cast of Characters For Your Mystery Novel

With author *Penny Joelson*
G.35 (Ground Floor)

Non-Fiction Panel: The Rise of Creative Non-Fiction

With authors *Kate Peridot and Larry Hayes, and their agent Becky Bagnell*
Moderated by poet, *Tracey Guiry*
G.36 Main Auditorium, (Ground Floor)

ILLUSTRATORS: Creating a Standout Portfolio

With Art Director *Tiffany Leeson (Farshore)*, freelance Art Director/Book Designer *Ness Wood (Orange Beak Studios)*, and Picture Book Development Director *Emma Layfield (Hachette)*
G.27 (Ground Floor)

PULSE: Smart Money and Creative Side Hustles

With author and financial educator, *Anna Orenstein-Cardona*
3.15 (Third Floor)

12:15 to 13:15 – Lunch

South Atrium

13:15 to 14:15 – Illustrator Keynote: My Life in Pictures – An Artist's Reflection

With *Ed Vere*
Main Auditorium G.36 (Ground Floor)

14:20 to 15:40 – AFTERNOON BREAKOUTS

Publishing 101 for Newbies

With author *Matt Killeen and agent Jessica Hare (The Agency)*
Moderated by author *Tania Tay*
Main Auditorium G. 36 (Ground Floor)

WRITERS: Demystifying Show, Don't Tell

With author *Penny Joelson*
G.35 (Ground Floor)

PULSE: How To Create and Be ALL Inclusive

With *Storymix founder, Jasmine Richards, and Megaphone co-director and editor Stephanie King*
3.15 (Third Floor)

GRAPHIC NOVEL FOCUS: Comic Books and Graphic Novels Are In!

With author/illustrator *Neill Cameron and editor Anthony Hinton (David Fickling Books)*
G.27 (Ground Floor)

15:40 to 16:00 – Coffee Break

Ed Vere Book Signing and Book Sales
North Atrium

16:00 to 17:00 – The Hook Pitch-Off

Main Auditorium G.36 (Ground Floor)

17:00 to 18:15 – Rest and Relaxation (On Your Own)

18:15 to 23:00 – Dinner and Mass Book Launch Celebration

18:15 Arrive and Welcome drink. Please be prompt.
18:30 Mass Book Launch Celebration and Crystal Kite Award
G.27 (Ground Floor)
20:00 Sit-Down dinner
21:30 Bar and Networking (last drinks at 22:30)
MMU Business School - South Atrium

Sunday 5th November

8:30 to 9:15 – Coffee, tea, chat!
MMU Business School, North Atrium

9:15 to 9:35 – Outstanding Contribution Awards
Main Auditorium G.36 (Ground Floor)

9:35 to 10:25 – PULSE Keynote: A Literary Agent Looks Back

With *Hilary Delamere*
Main Auditorium G.36 (Ground Floor)

10:25 to 10:40 – Coffee Break

Book Sales
North Atrium

10:40 to 12:40 – MORNING BREAKOUTS

WRITERS: World-Building with the Hero's Journey

With author *Peter Bunzl*
G.36 Main Auditorium (Ground Floor)

ILLUSTRATORS: Releasing the Artist

With author/illustrator *Ed Vere*
3.28 (Third Floor)

PICTURE BOOK CREATORS: Creating Engaging, Commercial Picture Books from a Blank Page

With publisher *Libby Hamilton (Rocket Bird Books)*
3.14 (Third Floor)

PULSE: Making Promo Videos: Are You Ready for Your Close-Up?

With authors *Candy Gourlay and Mo O'Hara*
G.35 (Ground Floor)

12:40 to 13:40 – Lunch

South Atrium

13:40 to 15:40 – AFTERNOON BREAKOUTS

WRITERS: Creating Series Fiction

With author *Paula Harrison*
3.15 (Third Floor)

ILLUSTRATORS: Character Development and the Story That Comes With It

With author/illustrator *Ed Vere*
3.28 (Third Floor)

PULSE/SPARK: Take the Time To Market Your Book For Success!

With authors *Camilla Chester and Snezana Danilovic*
G.35 (Ground Floor)

PICTURE BOOK CREATORS: Playing With Ideas – The Creative Writer's Toolbox

With author *Clare Helen Welsh*
3.14 (Third Floor)

15:45 to 16:15 – Coffee & Goodbyes

North Atrium

OTHER EVENTS & MEETINGS

WRITER AND AUTHOR/ILLUSTRATOR PROFESSIONAL 1-1s

3.16 (Third Floor)

ILLUSTRATOR PROFESSIONAL 1-1s

3.17 (Third Floor)

Illustrators Contact Wall Sketchbook Exhibition Portfolio Display

North Atrium - Ground Floor

Cloakroom & Luggage storage

G.33 (Ground Floor)



SCBWI Conference & Dinner
 Saturday 4th & Sunday 5th November 2023



- Refreshment Tables – x2 tables
- Illustrator Exhibition – 10 poster boards, 8 tables in a row, tensor barriers, plus 3 tables & chairs along wall of G.36 – See image attached.
- Sponsorship Table – x1 table & chair
- Bookshop – x6 tables & chairs
- Registration desk – x4 tables & chairs
- Drinks Reception – x1 long white table
- Dinner Registration desk – x2 tables & chairs
- Book Display – x1 long white table
- Cake Table – x1 table
- Book Signing – x1 table & chair

Ground floor floorplan



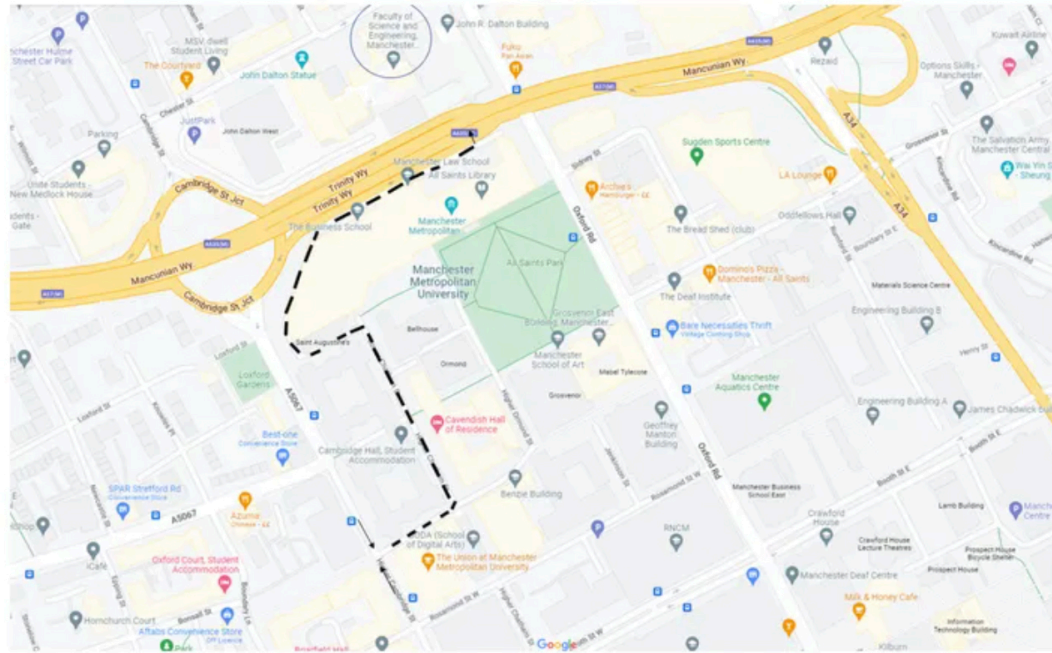
Third floor floorplan



-  Stairs
 -  Lift
 -  Toilets
All toilets are accessible unless otherwise stated
- Room Name**
(Capacity)



Parking



Temporary Access to John Dalton Car Park, December 2022 –Jan 2024

Due to building works taking place at our John Dalton site, there is a new temporary access route to our visitor car park:

Access is via Higher Cambridge and Higher Chatham St and takes you on the trunk road around our Business School:

There is a barrier on the access road which doesn't lift automatically, and is on an intercom. Visitors should buzz through to gain access via our security control room, which is staffed 24 hours a day.

If you have any issues accessing the car park, security are also available on: 0161 247 1334.