



# Master Class Workshops - 2021

When Words Collide is pleased to announce 10 **Master Class Workshops**. These presentations and hands-on workshops are designed to help participants improve their writing skills, get published, and promote their published works.

Thursday 9 AM – 4:30 PM	<b>Content Marketing</b>	<b>Steenia Holmes</b> NY Times & USA Today bestselling author of Women's Fiction & Suspense
Thursday 9 AM – 4:30 PM	<b>Revision Bootcamp</b>	<b>Fonda Lee</b> Award-winning YA & Adult Speculative Fiction author
Thursday 9 AM – 4:30 PM	<b>Plotting the Mystery Novel</b>	<b>Vicki Delany</b> Bestselling author of crime & mystery fiction
Thursday 9 AM – 4:30 PM	<b>Manuscript Workshop</b>	<b>Morgan Rhodes/Michelle Rowen</b> Bestselling & Award-winning author
Thursday 9 AM – 4:30 PM	<b>Traditional Publishing</b>	<b>Adrienne Kerr</b> Former Senior Editor at Penguin Canada
Friday 9 AM – 12 PM	<b>Fancy a Life of Crime?</b>	<b>Cathy Ace</b> Author of Mystery fiction & past chair of Crime Writers of Canada
Friday 9 AM – 12 PM	<b>Beginnings Readers Can't Put Down</b>	<b>Steenia Holmes</b> NY Times & USA Today bestselling author of Women's Fiction & Suspense.
Friday 9 AM – 12 PM	<b>Working with Indigo for Authors</b>	<b>Dave Reynolds</b> Associate Category Manager, Local Authors – Western Canada for Indigo/Chapters/Coles.
Monday 9 AM – 5:00 PM	<b>YA Manuscript Workshop</b>	<b>Liza Morrison</b> Former Executive Sales Director of Penguin Canada
Monday & Tuesday 9 AM – 5:00 PM	<b>Authoring Boot Camp Basic Training</b>	<b>James Kademan</b> (Business Coach) <b>Mark Leslie Lefebvre</b> (Author Consultant)

Master Class registration (except for the 2 manuscript workshops) is open to the general public; attendance at the When Words Collide festival is not required. Due to the ongoing pandemic, all master classes will be held online as ZOOM webinars or meetings.

## Content Marketing with Steena Holmes



Tired of the 'play to pay' mentality when it comes to sharing your books with potential readers? How about we get back to basics, use our talents as storytellers and organically attract those readers instead?

In this full day course, we'll start with creating a promise we make to our readers - which is the basis of our brand as authors - which will then lead way to creating content branding that will help us find and grow our readership through organic methods.

This workshop will be held on **Thursday, August 12** from **9 AM to ~4:30 PM MDT**. Steena will set breaks as needed throughout the day.

Participant requirements:

- A workshop fee of \$20 CAD is required to reserve your seat.
- A computer, tablet, or phone from which to use the ZOOM app to participate.

[Register via Eventbrite](#)

Steena Holmes is the New York Times and USA Today bestselling author with over 2 million copies of her titles sold world wide, including *The Forgotten Ones*, *Saving Abby* and *The Memory Child*. Named in the Top 20 Women Author to read in 2015 by Good Housekeeping, she won the National Indie Excellence Award in 2012 for *Finding Emma* as well as the USA Book News Award for The Word Game in 2015. Steena has been featured in various newspapers and magazines, websites such as Goodreads, BookBub, RedBook, Glamour, Coastal Living and Goodhousekeeping. To find out more about her books and her love for traveling, you can visit her Website.

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

# Revision Bootcamp

## with **Fonda Lee**



Writing is rewriting. Revision is where the magic happens; it's how a shoddy first draft transforms, in stages, into a compelling, resonant, polished finished story.

This workshop will focus on breaking the revision process down into manageable chunks, auditing your draft for common problems, heightening your story's themes and deepening it's layers, and working with an editor. Lectures, discussion, and exercises will be used to troubleshoot character arcs, plot issues, worldbuilding, and pacing, and set you up with a gameplan for how to efficiently and effectively tackle revisions when you leave the class.

Students are encouraged to come into the class with a project that they are ready to revise or currently in the process of revising.

This workshop will be held on **Thursday, August 12** from **9 AM to ~4:30 PM MDT**. Fonda will set breaks as needed throughout the day.

Participant requirements:

- A workshop fee of \$20 CAD is required to reserve your seat.
- A computer, tablet, or phone from which to use the ZOOM app to participate.

[Register via Eventbrite](#)

Fonda Lee is the World Fantasy Award-winning author of the Green Bone Saga, beginning with *Jade City* and continuing in *Jade War* and the forthcoming *Jade Legacy*. She is also the author of *Zeroboxer*, and the acclaimed young adult science fiction duology *Exo* and *Cross Fire*. Fonda is a three-time winner of the Aurora Award, and a multiple Nebula, Andre Norton, and Locus Award nominee. Fonda is a recovering corporate strategist, black belt martial artist, and an action movie aficionado who has spoken and taught at numerous conventions and conferences around the country including the Viable Paradise Writers Workshop and Clarion West Weekend Workshops. Born and raised in Calgary, she now resides in Portland, Oregon. You can find her online at [www.fondalee.com](http://www.fondalee.com) and on Twitter @fondajlee

# Plotting the Mystery Novel

## with Vicki Delany



You have a fabulous idea for a book. Well done. Now, you have to turn that idea into 80,000 – 100,000 words of intrigue, suspense, adventure, maybe a bit of romance, and some humour. And drop clues along the way. But not too many clues! Vicki Delany will lead this one-day workshop designed to unravel the mystery of plotting a crime novel – how to keep the story moving, the characters interesting, and the readers reading. Will include time for exercises and class participation.

This workshop will be held on **Thursday, August 12** from **9 AM to ~4:30 PM MDT**.

Vicki will set breaks as needed throughout the day.

Participant requirements:

- A workshop fee of \$20 CAD is required to reserve your seat.
- A computer, tablet, or phone from which to use the ZOOM app to participate.

[Register via Eventbrite](#)

VickiDelany is one of Canada's most prolific and varied crime writers and a national bestseller in the U.S. She is the author of more than thirty-five published books so far: from clever cozies to Gothic thrillers and gritty police procedurals, to historical fiction and novellas for adult literacy. She is currently writing the *Sherlock Holmes Bookshop* series for Crooked Lane, the *Year Round Christmas* mysteries for Penguin Random House, the *Tea by the Sea* mysteries for Kensington and, as Eva Gates, the *Lighthouse Library* series, for Crooked Lane Books.

Vicki lives and writes in bucolic Prince Edward County, Ontario. Her work has been nominated for the Derringer, the Bony Blithe, the Ontario Library Association Golden Oak, and the Arthur Ellis Awards. Vicki is the recipient of the 2019 Derrick Murdoch Award for contributions to Canadian crime writing.

[vickidelany.com](http://vickidelany.com)

# Manuscript Workshop

## with **Morgan Rhodes/Michelle Rowen**



This full day workshop will focus on the essential components of a good story - character, plot, setting, pacing/structure, dialogue, etc. - by examining a novel chapter (preferably chapter 1) provided by each workshop participant.

Seats are limited to 6 participants. Please review the participant requirements below prior to emailing us at [info@whenwordscollide.org](mailto:info@whenwordscollide.org) to check availability. A waiting list will be maintained once the workshop is filled.

This workshop will be held on **Thursday, August 12** from **9 AM to ~4:30 PM MDT**. Morgan will set breaks as needed throughout the day.

Participant requirements:

- A workshop fee of CDN \$125 will be requested once your seat is confirmed.
- A computer, tablet, or phone from which to use the ZOOM app to participate.
- Manuscripts must be submitted via .rtf email attachment no later than June 1<sup>st</sup> to [info@whenwordscollide.org](mailto:info@whenwordscollide.org) Submissions must be novel opening chapter(s) no longer than 6000 words. If you have a back cover blurb to set the context, please include it.

Apply for one of the 6 available seats by emailing [info@whenwordscollide.org](mailto:info@whenwordscollide.org) before the end of April. On May 1<sup>st</sup>, if there are more than 6 applicants, we will do a random draw for the seats.

Morgan Rhodes is the New York Times bestselling author of the Falling Kingdoms series, which has been described as "Game of Thrones for Teens." As Michelle Rowen, she is the prolific and award-winning author of over two dozen novels. She has written for Penguin, Grand Central, Harlequin, and Bloomsbury, as well as dipping her toe into indie publishing.

A former president of Toronto Romance Writers, Morgan lives in Mississauga, Ontario, where she refills her creative well by watching trashy reality TV and drinking a lot of delicious coffee.

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

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

## Traditional Publishing with **Adrienne Kerr**



This full-day workshop will focus on the acquisitions process and what editors look for, contract negotiations, understanding the editor's point of view, and the mechanics of collaboration.

This workshop will be held on **Thursday, August 12** from **9 AM to ~4:30 PM MDT**. Adrienne will set breaks as needed throughout the day.

Participant requirements:

- A workshop fee of \$20 CAD is required to reserve your seat.
- A computer, tablet, or phone from which to use the ZOOM app to participate.

[Register via Eventbrite](#)

Adrienne Kerr has more than twenty years of experience in book publishing with expertise in retail, sales, acquisitions and editing. Adrienne was named Editor of the Year in 2011 and Sales Rep of the Year in 2009 by the Canadian Booksellers Association. As Senior Editor at Penguin Random House Canada, she acquired and edited thirty-one national bestsellers. Adrienne speaks at events such as the Surrey International Writers' Conference, When Words Collide, and the Ontario Writers' Conference. She also lectures on publishing topics at Ryerson University in Toronto, Canada. Adrienne started her freelance editing company, [www.adriennekerr.net](http://www.adriennekerr.net), in 2016 and is open to new clients.

## **Fancy a Life of Crime?**

### **with Cathy Ace**



Unsure of how to classify your writing? Or just want to know more about what's out there and what's selling? Cathy Ace walks you through an overview of all major crime fiction subgenres, with guidance about: Definitions, Manuscript Lengths, Story Shapes, Tropes and Expectations, Must-haves and Must-not-haves, Plotting Differences, Series vs Standalones, and suggested Reading Lists. There will also be plenty of time for Q&A for specific answers for your projects.

This workshop will be held on **Friday, August 13** from **9 AM – 12 PM**.

Participant requirements:

- A workshop fee of \$10 CAD is required to reserve your seat.
- A computer, tablet, or phone from which to use the ZOOM app to participate.

[Register via Eventbrite](#)

Cathy Ace was born and raised in Wales, migrating to Canada at the age of forty where she turned her back on her previous life in marketing and turned to a life of crime...fiction. She is the author of eight Cait Morgan Mysteries (traditional, Christie-style mysteries), four WISE Enquiries Agency Mysteries (cozy, quintessentially British mysteries) and, in 2019, the standalone psychological suspense novel *The Wrong Boy* – which became an Amazon #1 bestseller and won an IPPY Award. Shortlisted for the Bony Blithe Award for Best Canadian Light Mystery three times, across both her series, she won in 2015 for *The Corpse with the Platinum Hair*. She's published two collections of short stories and novellas, and has been shortlisted for the Arthur Ellis Award for Best Short Story. She was Chair of Crime Writers of Canada 2016-2018. Her latest release is *THE CORPSE WITH THE CRYSTAL SKULL*, the ninth in the Cait Morgan series. She lives on five rural acres in beautiful British Columbia.

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

# **Beginnings Readers Can't Put Down**

## **with Steena Holmes**



The where, the why, and the how on starting a novel readers can't put down. If you haven't hooked your reader from that first sentence, chances are they will put your book down and move onto another. Let's make sure that doesn't happen!

Together, we will learn how to construct an opening that pulls readers in, we'll dive deep into what works, what doesn't, and walk away with tips we can use for future books. All participants are encouraged to submit their first pages for Steena to do a deep edit on. These will then be shared with the group and together we'll work on those opening paragraphs.

This is a class for those who are struggling with their openings and are ready to dive in deep.

This workshop will be held on **Friday, August 13** from **9 AM – 12 PM MDT**.

Participant requirements:

- A workshop fee of \$10 CAD is required to reserve your seat.
- A computer, tablet, or phone from which to use the ZOOM app to participate.

[Register via Eventbrite](#)

Steena Holmes is the New York Times and USA Today bestselling author with over 2 million copies of her titles sold world wide, including *The Forgotten Ones*, *Saving Abby* and *The Memory Child*. Named in the Top 20 Women Author to read in 2015 by Good Housekeeping, she won the National Indie Excellence Award in 2012 for *Finding Emma* as well as the USA Book News Award for The Word Game in 2015. Steena has been featured in various newspapers and magazines, websites such as Goodreads, BookBub, RedBook, Glamour, Coastal Living and Goodhousekeeping. To find out more about her books and her love for traveling, you can visit her Website:

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

# Working with Indigo for Authors

## with **Dave Reynolds**



Dave's role at Indigo is to help authors understand and work with the Indigo book retail system and staff to maximize their exposure and book sales. Navigating consignment, distribution, online sales, book signings, and so much more. In this session, Dave will cover the hows and whys of the Indigo system, opportunities for authors, as well as answer your questions on how to make the most of what Indigo has to offer.

This workshop will be held on **Friday, August 13** from **9 AM – 12 PM MDT**.

Participant requirements:

- A workshop fee of \$10 CAD is required to reserve your seat.
- A computer, tablet, or phone from which to use the ZOOM app to participate.

[Register via Eventbrite](#)

Dave has been the Associate Category Manager, Local Authors – Western Canada for Indigo/Chapters/Coles since January 2016. Dave started with Chapters as a bookseller in 1997 and has held various positions in the stores and Home Office since that time.

Before becoming a bookseller, Dave received a Diploma (Hons.) in Film & Video from the Southern Alberta Institute of Technology. Dave has written original short & feature length screenplays and has also directed and produced several short films. In his spare time, he likes to travel by bicycle.

[www.indigo.ca](http://www.indigo.ca)

# YA Manuscript Workshop

## with **Liza Morrison**



This full day workshop will focus on the essential components of a good Young Adult story - character, plot, setting, pacing/structure, dialogue, etc. - by examining a novel chapter (preferably chapter 1) provided by each workshop participant.

Seats are limited to 6 participants. Please review the participant requirements below prior to emailing us at [info@whenwordscollide.org](mailto:info@whenwordscollide.org) to check availability. A waiting list will be maintained once each workshop is filled.

This workshop will be held on **Monday, August 16** from **9 AM to ~4:30 PM MDT**. Liza will set breaks as needed throughout the day.

Participant requirements:

- A workshop fee of CDN \$125 will be requested once your seat is confirmed.
- A computer, tablet, or phone from which to use the ZOOM app to participate.
- Manuscripts must be submitted via .rtf email attachment no later than June 1<sup>st</sup> to [info@whenwordscollide.org](mailto:info@whenwordscollide.org). Submissions must be novel opening chapter(s) no longer than 6000 words. If you have a back cover blurb to set the context, please include it.

Apply for one of the 6 available seats by emailing [info@whenwordscollide.org](mailto:info@whenwordscollide.org) before the end of April. On May 1<sup>st</sup>, if there are more than 6 applicants, we will do a random draw for the seats.

Liza Morrison is the former Executive Sales Director of Penguin Random House Canada, where her roles included selling children's books to national accounts, managing the Penguin Random House Canada US export sales, and working closely with the Penguin Random House Canada Children's editorial group to build their North American business. Previously she worked at HarperCollins Canada, where she sold their children's titles to Indigo, Costco and Toys R Us. She worked for many years as a bookseller at Indigo, spent time on the board at Word on the Street Toronto and has written numerous book reviews for the Canadian Children's Book News. She lectures on sales, marketing, and publicity topics at Ryerson University, works at Wattpad as a consultant, and is starting a freelance business working with YA and children's authors.

# Authoring Boot Camp Basic Training

with **James Kademan** & **Mark Leslie Lefebvre**



Want to take your author career to the next level?

Business Coach James Kademan

and Author Consultant Mark Leslie Lefebvre

team up to help authors define and achieve their goals, from shaping-up their writing practice and effective scheduling, to publishing and marketing strategies, Mark and James unpack Authoring and help authors understand how they can create their own plan.



Author Sarah Kades Graham joins as moderator, as well as prototype —hear how the Authoring Boot Camp has changed her career!

**Day 1** of this workshop will be held on **Monday, August 16** from **9 AM to ~4:30 PM MDT**. Sarah will set breaks as needed throughout the day.

Participant requirements:

- A workshop fee of \$50 USD is required to reserve your seat.
- A computer, tablet, or phone from which to use the ZOOM app to participate.

[Register for Day 1 via Businessstodolist](#)

\*\*\* For those who attend **Day 1** and are interested, there are limited seats for **Day 2, Tuesday, August 17** from **9 AM to ~4:30 PM MDT**, where Business Coach James Kademan and Author Consultant Mark Leslie Lefebvre work both one-on-one and in breakout groups, to help authors not only create, but most importantly implement their own plan. Day 2 kicks off a 3-month program normally priced at \$500 USD, but for WWC participants is reduced to \$200 USD. Those who complete the program will receive \$50 USD cash back! Are you ready to take your career to the next level?

[Register for Day 2 via Businessstodolist](#)

Mark Leslie Lefebvre has been in the book industry since 1992 and has worked with thousands of authors in many stages of their careers. He is an [author coach and consultant](#). Mark has more than 20 books under the pen name Mark Leslie both traditionally and self-published, as well as industry experience including President of the Canadian Booksellers Association, Board Member of BookNet Canada, creator of Kobo Writing Life and Director of Author Relations and Self-Publishing for Rakuten Kobo, Director of Business Development for Draft2Digital, and Professional Advisor for Sheridan College's Creative Writing and Publishing Honours Program. Mark's unique experience gives him an unparalleled perspective on understanding the facets of the publishing industry.

James Kademan has been an entrepreneur since 2006. He owns several businesses, including [Calls On Call Extraordinary Answering Service](#) for those ready to outsource, and [Draw In Customers Business Coaching](#) where he helps entrepreneurs achieve more time, more money and more fun, while enjoying what they do. James is the author of [The BOLD Business Book, A Strategy Guide to Start, Run, and Love Your Soon to Be BOLD Business](#). He is a Certified Business Coach and Professional Speaker and continues to release blogs, podcasts and videos at his website [www.drawincustomers.com](http://www.drawincustomers.com).