



CWA *Conference Agenda at a Glance!*

Thursday, May 16, 2019

NOON – 12:45 PM: Registration - Hotel Lobby

1:00 – 1:15 PM: Early-Bird Welcome - Lewis & Sacagawea Room

1:15 – 2:00 PM: *Creative Cause Marketing for Rescues & More: How to Reach, Retain, Respect, and Grow Your Audience* - Lewis & Sacagawea Room

2:00 - 2:15 PM: Break

2:15 - 3:00 PM: *How to Write Short Pieces for Publication* - Lewis & Sacagawea Room

3:00 - 3:15 PM: Break

3:15 – 4:00 PM: *The Myth Of Busyness: How To Claim Time For Your Business* - Lewis & Sacagawea Room

4:00 - 4:15 PM: Break

4:15 – 5:00 PM: *Editing and Graphics with PicMonkey and Canva* - Lewis & Sacagawea Room

5:00 – 7:00 PM: Drury Kick Back Food & Drinks / Free Time – Lobby Dining Area

7:00 – 8:00 PM: Swag Bag Stuffing – Joliet Room

Friday, May 17, 2019

Editor Appointments all day (prior signup required) – York Room

7:00 – 8:15 AM: Registration - Hotel Lobby

7:00 – 8:30 AM: Breakfast – Lobby Dining Area

8:30 – 9:00 AM: Conference Kickoff - Lewis & Sacagawea Room

9:00 AM: Sponsor Exhibits open – Atrium

9:00 – 9:45 AM: *The Science of Cats: Feline Nutrition & Hydration* presentation by Dr. Kurt Venator and Dr. Janet Jackson of Purina - Lewis & Sacagawea Room

9:45 – 10:00 AM: Break

10:00 – 10:45 AM: *Cross-Marketing & Self-Editing to Broaden Markets and Multiply Sales* - Lewis & Sacagawea Room

10:45 – 11:00 AM: Break

11:00 – 11:45 AM: *Practical Guide to Social Media for Selling Books* - Lewis & Sacagawea Room

11:45 – 12:30 PM: Lunch – Lobby Dining Area

12:30 – 12:45 PM: Keynote introduction - Lewis & Sacagawea Room

12:45 – 1:30 PM: *Improving the Well-Being of Cats in the Home, Shelters, and Post-Adoption* featuring Conference Keynote, Dr. Debra Horwitz, DVM, DACVB - Lewis & Sacagawea Room

1:30 – 2:15 PM: Networking / Visit Booths – Atrium

2:15 – 3:00 PM: *How to be Successful at Self-Publishing and Own Your Career!* - Lewis & Sacagawea Room

3:00 – 3:15 PM: Break

3:15 – 4:00 PM: *What's Your Story Now? Own It! Writers and Bloggers Need Their Own Story To Help Communicate & Connect With Today's Feline Lovers in Social & Traditional Media* - Lewis & Sacagawea Room

4:00 – 4:15 PM: Break

4:15 – 5:00 PM: *You're On the Air - With Arden Moore* (special appearance by Pet Safety Cat Casey) - Lewis & Sacagawea Room

5:00 – 7:00 PM: Drury Kick Back Food & Drinks / Free Time – Lobby Dining Area

7:00 – 9:00 PM: Book Signing & Fundraising Event for the Humane Society of Missouri – West Ballroom Lobby Level



CWA Conference Agenda at a Glance!

Saturday, May 18, 2019

Editor Appointments all day (prior signup required) – York Room

7:00 – 8:00 AM: Registration - Hotel Lobby

7:00 – 8:30 AM: Breakfast – Lobby Dining Area

8:30 – 9:15 AM: CWA membership/business meeting - Lewis & Sacagawea Room

9:00 AM: Sponsor Exhibits open – Atrium

9:15 – 9:30 AM: Break

9:30 – 10:15 AM: *Feline Health Q&A with Dr. Jennifer Kasten of Tomlyn Veterinary Science* - Lewis & Sacagawea Room

10:15 – 10:30 AM: Break

10:30 – 11:15 AM: *Bundling for Success* - Lewis & Sacagawea Room

11:15 – 11:30 AM: Break

11:30 – 12:15 PM: *Picture Perfect Photos for Print, Social Media, and Publishing* - Lewis & Sacagawea Room

12:15 – 1:30 PM: Lunch – Lobby Dining Area

1:30 – 2:00 PM: Network / Visit Booths – Atrium

2:00 – 2:45 PM: *Communicating, Capitalizing, and Connecting in a Fictional World* - Lewis & Sacagawea Room

2:45 – 3:00 PM: Break

3:00 – 3:45 PM: *Understanding and Using Instagram to Build Your Personal Brand and Audience* (with special appearance by Summer the Therapy Cat) - Lewis & Sacagawea Room

3:45 – 4:00 PM: Break

4:00 – 4:45 PM: *Hypnotic Marketing: How to Create Descriptions and Sales Offers That Mesmerize Readers and Sell More Books, Products, and Services* - Lewis & Sacagawea Room

4:45 – 6:00 PM: Free Time

6:00 – 7:00 PM: CWA Banquet Reception – Lewis & Sacagawea Room

7:00 – 10:00 PM: CWA Dinner and Awards Presentation - Lewis & Sacagawea Room

Cat Writers' Association 25th Annual Conference and Awards Banquet

May 16 – 18, 2019

Drury Plaza Hotel St. Louis at the Arch

4th and Market Street

St. Louis, MO 63102

314-231-3003