

Planning a Writer's Conference Is a 1,000 Piece Puzzle

The Last Thing You Need Is a Speaker Who's a Diva!



When you've been drafted from your usual responsibilities to pull a writer's conference together, you need a speaker who will:

- Inspire participants with unique answers to a common writing problem
- Presents engaging and relevant information that wows the audience
- Provide meaningful one-on-one contact with as many participants as possible
- Send participants home energized and ready to write
- Work with you before the conference to make sure the presentation fits your audience
- Balance the need for high-quality presentations with the need to keep costs within budget
- Show professionalism and respect by being reliable, flexible and easy to work with
- Deliver what's promised so you can focus on the thousand other details on your list.

Rosanne Bane will partner with you to give you and your participants what you need.



Rosanne Adds the Pieces to Make Conferences Outstanding



Rosanne offers a wide range of inspiring and unique presentations and workshops for writing conferences. Rather than focusing on craft or publishing – important topics, of course, but areas that so many other speakers cover – Rosanne’s expertise is in helping writers tap into their full creative potential. Rosanne also offers a range of one-on-one and small group coaching options to show writers how to make the most of their writing process and time.

Rosanne Bane’s entertaining and interactive presentations focus on finding the right response to writing resistance. Rosanne’s experience as a creativity coach and writing instructor has shown that all writers – undergraduates, graduate students, faculty and professional writers – experience some kind of resistance at some time. Resistance shows up as distractions, procrastination, perfectionism, full-blown writer’s block, the tendency to look for answers in the refrigerator or the decision to write just as soon as our sock drawer is sorted.

Rosanne engages writers with easy-to-understand information about what’s going on in the brain when we write and when we can’t write. She gives writers the tools and awareness they need to apply the principles of neuroplasticity to turn resistance around so they can write with renewed joy and power. Her presentations and workshops appeal to a broad range of writers, at all levels and in all genres, and attract numerous participants who might not otherwise have the confidence to attend a writer’s conference.



Groups Rosanne Works With



Rosanne Bane has worked with thousands of people who rely on their creativity for their professional success and personal satisfaction. In addition to teaching writing and creative process for over 20 years at the Loft Literary Center, University of St. Thomas, University of Minnesota and independently, she has partnered with planners from the following organizations to tailor presentations, workshops and seminars.

Writers and Other Arts Organizations

- American Creativity Association
- Art of Peace Festival
- Barnes and Noble
- Bloomington Writers' Festival
- Celebrate Yourself Artist's Festival
- Colleagues of Calligraphy
- Loft Literary Center, Festival of Children's and Young Adult's Literature and Illustration
- Loft Literary Center, Teacher Development Training
- Midwest Fiction Writers
- National Writer's Union
- Powderhorn Writer's Festival
- Wellspring Writer's Conference
- WomanSong: A Celebration of Women & the Arts on the Prairie

Communications Organizations

- Advertising Federation of Minnesota
- Association of Women in Communication
- Editors for the Member Publications of the Colorado Rural Electrical Association
- Upper Midwest Associates Promotional Products
- Women in Communication First Fridays

Educational Institutions

- Carver Scott Educational Cooperative Inservice
- College of Saint Catherine, Re:Defining Women Conference
- Gustavus Adolphus College Employee Enhancement
- Hamline University
- Minneapolis Community College
- North Memorial Continuing Education
- Open U
- University of Minnesota, Compleat Scholar
- University of Minnesota, Ecology Department
- University of St. Thomas, Opus College of Business

Groups Rosanne Works With



Business and Professional Organizations

3M

Business and Professional Women

Clemson University's Conference on Professional Development for Women

Council of Independent Professional Consultants

International Association of Administrative Professionals

Land o'Lakes, Inc.

National Association of Female Executives

Rider Bennett Attorneys at Law

Xcel Energy

Spiritual Organizations

Mankato State University, Women & Spirituality Conference

Plymouth Congregational Church

St. John the Baptist Catholic Church Circle of Women

Episcopal Church of the Nativity



Testimonials

Thanks for your wonderful presentation for TC writers. It was truly inspiring and educational. We hope to see you again. You were terrific!

Jan Allan, National Writer's Union Twin Cities Chapter Chair

Thank you again for the AWESOME program you presented to our chapter. I'm still receiving positive feedback from this program and wanted to be sure you knew how much we enjoyed having you as a speaker.

Debi Cain-Rivord, Programs Committee Chair

Thank you for the great job you did presenting at our seminar. The way you tailored your presentations to our seminar's Monopoly theme helped tie everything together for a great day.

Mona Neely, Editor, Colorado Country Life

Rosanne's presentation style is warm, witty and engaging. She combines this with a willingness to share her knowledge and wisdom. Rosanne's program is one you won't want to miss.

Regina Barr, CEO, Red Ladder, Inc.

The most valuable tool I got from Rosanne's presentation was learning about the 'plastic' brain. Rosanne is very motivational, intelligent and engaging!

Susan M.

Knowing that physiology plays a big part in my resistance really takes the guilt out of the mix. Rosanne is very interesting, knowledgeable, confident and open.

Carol C.



Testimonials

Rosanne's ability to integrate information from a number of realms and make it practical is tremendous. Great info on our brains and how we can change them.

Marcia J.

I had no idea how many forms resistance takes. This was fantastic and so timely. Rosanne is clear, concise and on topic. Great content for one hour – jam packed in fact.

Laura B.

Fascinating! Rosanne's passion is contagious.

Marie D.

Thank you for your amazing enthusiasm and constant encouragement. You created a safe environment for the unveiling of our writing fears so that we could acknowledge and confront them constructively.

Once you understand the process and physiology of resistance, you are better equipped to handle resistance in your life. Rosanne was well versed and passionate about the subject.

The Writer's Resistance class has changed my life. Rosanne is so inspiring and creative. I can't wait to take another class from her next session. She has really helped me start writing again. This may be the best class I have taken at the Loft!

Very insightful and humorous. Rosanne is so fun! She opened up new insights.



Sample Presentation Description

Call it writer's block. Call it procrastination. Call it lack of will power, ambition, talent or time. Whatever you call it, every writer experiences some form of resistance.

What makes or breaks us is not whether we experience resistance (we will!); it's how we respond to it. And most writers respond badly: we criticize ourselves, we push and drive, we threaten and bully ourselves, we question our ability, our commitment, our character. That never helps.

You need to understand why you resist the very thing you love – your writing. You need a workable plan for rechanneling the energy tied up in resistance into creative power.

This workshop will explore the neurological causes of resistance and how to appropriately respond to resistance. The most recent research indicates that the human brain is designed to simultaneously seek and resist novelty, creativity and change. You're literally of two minds about whether to write or not.

Furthermore, when we're stressed, the almond-shaped part of the brain called the amygdala seizes control from the cortex. Daniel Goldman, author of *Emotional Intelligence*, calls this an "amygdala hijacking," when we move into old instinctual "fight or flight" responses. The commitment to your writing comes from the cortex, and guess what, when you're stressed, the cortex isn't in charge anymore.

Participants will have the opportunity to:

- Find out what's going on the brain that causes the feelings of resistance
- Learn to recognize and identify the 6 common forms of resistance
- Practice the 4 Step Method to move through resistance
- Explore techniques that reduce the frequency, intensity and duration of "amygdala hijackings" that give rise to resistance



Conference Coaching

A New Twist to a Classic Offering

Most writers' conferences offer critique sessions or one-on-one sessions with agents and editors. **Your conference can stand out as one of the first to offer one-on-one (or small group) creativity coaching sessions in addition to or instead of the standard conference fare.** Creativity coaching focuses on the questions writers have about their writing process.

A surprising number of writers think they're alone in their struggle with process issues like:

- Resolving writer's block and other forms of writer's resistance
- Consistently showing up for their writing
- Developing writing habits that sustain creative energy and output
- Identifying priorities and making time for what's most important
- Planning and implementing large writing projects
- Completing projects on time
- Identifying missing skills and brainstorming ways to acquire those skills.

Thinking they're supposed to have this all figured out, many writers are too embarrassed, guilty or anxious to raise these concerns in general Q&A discussions, manuscript critiques or one-on-one sessions with agents and editors. And few agents, editors and author faculty members have the time and expertise to respond effectively to process questions.

Creativity coaching sessions give participants a place to be honest about what they want to improve in their writing process. As an expert on creativity and writing process, I ask intuitive questions and make observations and recommendations. I've helped over a thousand novelists, short story writers, YA and children's writers, poets, CNF writers, playwrights, screenwriters, journalists and business and technical writers design writing habits and techniques that work for them. Together we identify problem areas and brainstorm possible solutions.

Conference Coaching can be:

- **An extra value-added service your writing conference offers participants.** Creativity coaching is a unique and respected perk that can induce writers to sign up for a writer's conference, especially those who struggle with writer's resistance and other process issues.
- **An optional service participants elect to pay for because they receive a discount from standard coaching rates.** The discount on creativity coaching can be one of the added benefits that influence writers to register for a given conference.
- **A revenue generator.** A portion of the fees participants pay for coaching during the conference can be retained by your organization.
- **A fundraising opportunity.** I'm willing to donate two 1-hour coaching sessions that can be used in raffles, silent auctions or other fundraising activities for non-profit organizations sponsoring writer's conferences.

Speaker Bio



Rosanne Bane, M.A. is a Creativity Coach and the author of *Dancing in the Dragon's Den: Rekindling the Creative Fire in Your Shadow*. She is a renowned speaker on creativity and writing resistance. For over 20 years, Rosanne has been teaching writing and creative process at the Loft Literary Center, The University of St. Thomas, The University of Minnesota and independently. Rosanne has over 20 years experience as an instructor, coach and speaker. Her interactive workshops are always informative, engaging and encouraging.

Rosanne's complete vitae is available on request. Rosanne's background includes:

- Speaker at dozens of conferences and seminars
- Teacher for thousands of writers in a wide variety of settings for over 20 years
- Creativity coach for over one hundred writers and other creative individuals since 1995; Rosanne's coaching clients have:
 - Published novels, poetry collections and nonfiction books
 - Published short stories, essays and articles
 - Published blogs and created websites
 - Produced plays and performance art
 - Produced audio programs and CDs
 - Completed dissertations and theses to earn PhD and Master's degrees
 - Completed book proposals
 - Queried and signed agents
- Author of *Dancing in the Dragon's Den: Rekindling the Creative Fire in Your Shadow* (published by Nicolas Hays, 1999, still in print)
- Teaching writing and creative process classes for the Loft Literary Center, the University of Minnesota and other universities and colleges, adult education programs and independently since 1987
- Coaching and teaching business writing to MBAs at the University of St. Thomas since 2004
- Teaching Fellow at the Loft Literary Center and a teacher representative on the Loft's Education Committee
- Pursuing on-going independent research in neurology, creativity, writing process, adult learning and the connections between neurology and writing resistance
- Seeking agent and publisher for nonfiction book tentatively titled *Around the Writers' Block: How to Stop Resisting and Start Realizing Your True Writing Potential*; literary agent Jeff Herman has requested and is reviewing the proposal
- Seeking agent and publisher for two science fiction novels, *The Essential Path* and *Freedom Path* and one science fiction novella, *Place of Refuge*
- Published over 100 short articles and fiction in a wide variety of publications
- Earned M.A. in Creative and Professional Writing in 1990 from the University of Minnesota, with a minor in Linguistics
- Earned B.A. in Philosophy and B.S. in Business Management in 1980 from the University of Wisconsin
- Completed the Apprentice Program of National Speakers Association Minnesota
- Editor of *The Phoenix* for 5 years
- Committed to helping people make their creative dreams reality since 1987