

SCBWI MICHIGAN PRESENTS
**MARKETING
BOOT CAMP**

ONE DAY DEVOTED TO THE BUSINESS SIDE OF WRITING

FEATURING

BOB HOFFMAN & DEBORAH MIKULA; PANELISTS,
JUST SAY YES: FRESH THINKING ABOUT MARKETING

KRISTIN BARTLEY LENZ, ALISON DECAMP, AND LISA CHOTTINER ROSE; PANELISTS,
MARKETING YOURSELF, EVEN IF YOU'D RATHER NOT

EMILY GALER; PRESENTER, MARKETING FROM THE BOOK STORE'S PERSPECTIVE

LESLIE HELAKOSKI; PANELIST, SCHOOL VISITS DECODED

MARIA DISMONDY; PRESENTER, MARKETING TO GET YOUR BOOKS OFF SHELVES



MSU INNOVATION CENTER – EAST LANSING, MI • APRIL 29, 2017

ADDITIONAL DETAILS AND REGISTRATION COMING SOON



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MICHIGAN

MICHIGAN STATE
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