



# 2021 FastTrack to Copywriting Success BOOTCAMP AND JOB FAIR

OPAL GRAND | DELRAY BEACH | MAY 18 – 21, 2021

## Agenda

(Subject to change)

### MONDAY | MAY 17th (Pre-Event Activity)

7:00-9:00 pm **Early Bird Networking** (Hotel Bar)  
For those who arrive early, meet AWAI staff & writers in the Lobby Bar for a little R&R before the fun begins!

### TUESDAY | MAY 18th

12:00 – 1:00 pm **Circle of Success Registration** (Ballroom Foyer)  
Networking Dinner tickets available for purchase

12:30 – 2:00 pm **Circle of Success Luncheon & Annual Meeting** (Coral Reef)

2:15 – 4:15 pm **Circle of Success Master Class: Three Things to Do Before You Start Writing That Will Make Your Copy Stronger** [for those new to copywriting] – **Will Newman & Roberta Rosenberg** (Coral Reef)

2:15 – 4:15 pm **Circle of Success Master Class: Hidden Gems & Secret Structures from Copy Classics That You Can Use Today** [for those with more copywriting experience] – **John Forde & Jen Stevens** (Ballroom)

3:30 – 5:00 pm **General Registration** (Ballroom Foyer)  
Networking Dinner tickets available for purchase

4:30 - 5:15 pm **Overview for First-Time Bootcamp Attendees** – **Denise Ford, Jade Trueblood, & Fran Tignor** (Coral Reef)

5:30 - 6:00 pm **Welcome** – **Katie Yeakle**, Executive Director (Ballroom)

6:00 – 7:00 pm **Keynote: Un-Marketing: Stop Marketing, Start Engaging** – **Scott Stratten** (Ballroom)

7:00 – 7:30 pm **Cocktail Reception & Book Signing with Scott Stratten** (Ballroom Foyer, Lobby)

7:30 – 9:00 pm **Bootcamp Networking Dinner** (Ballroom) – *Tickets required.*  
Enjoy a delicious meal in a relaxed setting. Meet other attendees, some of our speakers, and the AWAI staff.

## WEDNESDAY | MAY 19th

### Morning Warm Up Events

- 7:00 – 7:30 am **Morning Meditation on the Beach** – [Annette Annechild](#)  
(On beach across from the hotel; meet in lobby at 6:50)
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- 7:00 – 8:00 am **Continental Breakfast** (Hotel Lobby)  
Mingle with speakers and staff
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- 7:00 – 8:00 am **Late Arrival Registration** (Writer's Lounge)
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- 7:15 – 7:45 am **Morning Write! Hosted by [Marcella Allison/Titanides](#)**  
Join us for a writing exercise designed to introduce you to your fellow copywriters and put you in a creative mindset.  
(Ballroom)

### Morning Opening Bell

- 8:00 – 8:20 am **Today's Jumpstart** – [Ted Capshaw](#) (Ballroom)
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- 8:20 – 8:30 am **Member Spotlight** – (Ballroom)
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- 8:30 – 9:15 am **ICONOCLAST: Why breaking with tradition, bad advice, and outmoded thinking is the way to create a stand-out brand and brisk business that clients can't get enough of** – [Terri Trespicio](#) (Ballroom)
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- 9:15 – 9:25 am Stretch Break
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- 9:25 – 10:05 am **Double Your Earning Power Through Content Marketing** – [Brian Clark](#)  
(Ballroom)
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- 10:05 – 10:15 am Stretch Break
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- 10:15 – 11:00 am **Passive & Active Additional Income Streams that Are Ideal for Writers** – [Bob Bly & Pam Foster](#) (Ballroom)
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- 11:00 – 11:10 am Stretch Break
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- 11:10 am – 12:00 pm **Offers that CRUSH: How to Make an Offer So Good Your Audience Would Feel Stupid for Not Buying It** – [Jason Fladlien](#) (Ballroom)
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- 12:00 – 1:30 pm **Lunch Break** (on your own)

**WEDNESDAY (continued)****After Lunch Warmup**

1:00 – 1:30 pm	<b>COS Exclusive Coffee Lounge – Bob Bly, Pam Foster, Jason Fladlien, Terri Trespicio (Coral Reef)</b>
1:30 – 1:35 pm	<b><i>And Now, A Word from Mike Palmer (Ballroom)</i></b>
1:35 – 2:20 pm	<b><i>An Untapped but Lucrative Sweet Spot in the Copywriting Industry – Steve Slaunwhite (Ballroom)</i></b>
2:20 – 2:30 pm	Stretch Break
2:30 – 3:15 pm	<b><i>The Art of the Interview: How to Ask Questions that Elicit Compelling Answers for Any Content! – Casey Hibbard (Ballroom)</i></b>
3:15 – 3:25 pm	Stretch Break
3:25 – 4:10 pm	<b><i>Copy Is the Least Important Element of any Promotion ... Until It's Not! – Brian Kurtz (Ballroom)</i></b>
4:15 – 5:00 pm	<b><i>Three Confidence-Boosting Secrets That Will Transform Your Writing Career – Joshua Boswell (Ballroom)</i></b>
5:00 – 5:10 pm	Stretch Break
5:15 – 6:00 pm	<b><i>The Network Multiplier Effect: How to Use the Power of Connection to 5X Your Income, 10X Your Tribe, and 100X Your Reputation – Marcella Allison (Ballroom)</i></b>
6:00 – 7:30 pm	<b>Dinner Break (on your own)</b>

**Evening Bonus Session**

7:30 – 9:00 pm	<b><i>How to Dazzle and Delight Your Copywriting Clients –Even If You're a Total Newbie – Bob Bly &amp; Ilise Benun (Ballroom)</i></b>
9:00 pm	<b>Book Signing - Bob &amp; Ilise will sign copies of their books – all welcome!</b>

## THURSDAY | MAY 20th

### Morning Warm Up Events

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| 7:00 – 7:30 am | <b>Meditation on the Beach</b> – <a href="#">Annette Annechild</a><br><i>(On beach across from the hotel; meet in lobby at 6:50)</i>   |
| 7:00 – 8:00 am | <b>Continental Breakfast</b> <i>(Hotel Lobby)</i><br>Mingle with speakers and staff  |
| 7:15 – 7:45 am | <b>The B2B Industry Needs Writers! Can You Help?</b> – <a href="#">Casey Hibbard</a> , <a href="#">Steve Slaunwhite</a> , <a href="#">Pam Foster</a> ( <a href="#">Lisa Christoffel</a> , moderator) – <i>Ballroom</i> |

### Morning Opening Bell

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|---------------------|---|
| 8:00 – 8:20 am      | <b>Today's Jumpstart</b> – <a href="#">Ted Capshaw</a> <i>(Ballroom)</i>  |
| 8:20 – 8:30 am      | <b>Member Spotlight</b> <i>(Ballroom)</i>   |
| 8:35 – 9:20 am      | <b>The Ultimate Marketing Tool for Growing Your Business</b> – <a href="#">Iiise Benun</a> <i>(Ballroom)</i>  |
| 9:20 – 9:40 am      | Stretch Break   |
| 9:40 – 10:20 am     | <b>What Clayton Makepeace Really Thought About Your Copy</b> – <a href="#">Wendy Makepeace</a> <i>(Ballroom)</i>  |
| 10:20 – 10:30 am    | Stretch Break   |
| 10:30 – 11:15 am    | <b>The Pro's Advantage: What Copywriters Need to Know About Design That Makes You More Valuable to Your Clients</b> – <a href="#">Lori Haller</a> <i>(Ballroom)</i> |
| 11:15 – 11:30 am    | Stretch Break   |
| 11:30 am – 12:30 pm | <b>How to Break Copywriting Rules to Create Stronger Copy</b> – <a href="#">Carline Anglade-Cole</a> <i>(Ballroom)</i>  |
| 12:30 – 2:00 pm     | <b>Lunch Break</b> <i>(on your own)</i>   |

### After Lunch Warmup

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|----------------|---|
| 1:30 – 2:00 pm | <b>COS Exclusive Coffee Lounge</b> – <a href="#">Joshua Boswell</a> , <a href="#">Carline Anglade Cole</a> , <a href="#">Lori Haller</a> , <a href="#">Clayton Makepeace</a> <i>(Lobby)</i> |
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## THURSDAY (continued)

### Job Fair Primers

***These 3 sessions happen simultaneously between 2:00-2:50 pm:***

- 2:00 – 2:50 pm      **Marketers Panel** – [Rebecca Matter & Guests](#) (Coral Reef)  
*(Simultaneous session)*
- 2:00 – 2:50 pm      **Book Signing** – **Brian Kurtz, Marcella Allison** (Lobby)  
*(Simultaneous session)*
- 2:00 – 2:50 pm      **Ask Me Anything** – **Member Services Team** (Writers Lounge)

***These 3 sessions happen simultaneously between 3:00 – 3:50 pm:***

- 3:00 – 3:50 pm      **So You've Never Been to Job Fair?** [Mindy McHorse & Katie Yeakle](#) (Coral Reef)  
*(Simultaneous session)*
- 3:00 – 3:50 pm      **Book Signing** – various speakers (Lobby)  
*(Simultaneous session)*
- 3:00 – 3:50 pm      **Ask Me Anything** – **Member Services Team** (Writers' Lounge)

### Job Fair

- 4:00 -4:30 pm      **VIP COS ONLY: Early Admission to AWAI Job Fair**  
(Ballroom) *Circle of Success members only*

### Job Fair Rapid-Fire Q&A (Various locations: Lobby, Hallway)

- 4:00 – 4:30 pm      *Circle of Success members only*
- Your Linked-In Profile
  - Your Website Landing Page
  - Is This a Good Niche?
  - B2B Clients – Who Are They?
  - Breaking into My Niche: copywriters working in a specific niche answer your questions
  - Ask Me Anything!

- 4:30 – 6:30 pm      **GENERAL ADMISSION; AWAI Job Fair & Rapid-Fire Sessions** (Ballroom)

- 4:00 – 6:00 pm      **Member Services Office Hours: open during Job Fair**  
(Writer's Lounge)

- 6:00 – 7:30 pm      **Dinner Break** (on your own)

- 7:30 – 9:30 pm      **Party Time – Everybody's Prom!** (South Deck Pool)  
*Spike the Punch and Get Footloose!* Join us for some fun at *Everybody's Prom!*  
Wear your favorite party outfit / DJ Dance Tunes / Photo booth / Prom King & Queen /

## FRIDAY | MAY 21st

### Morning Warm Up Events

- 7:00 – 7:30 am **Morning Meditation on the Beach** – [Annette Annechild](#)  
(On beach across from the hotel; meet in lobby at 6:50)
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- 7:00 – 8:00 am **Continental Breakfast** (Hotel Lobby)  
Mingle with speakers and staff
- 
- 7:15 – 7:45 am **Morning Niche Session / Writing for the Health & Financial Markets** (Ballroom) – [Carline Anglade-Cole](#), [David Deutsch](#) ([Lori Haller](#), moderator)

### Morning Opening Bell

- 8:00 – 8:20 am **Today's Jumpstart** – [Ted Capshaw](#) (Ballroom)
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- 8:20 – 8:30 am **Member Spotlight** – (Ballroom)
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- 8:35 – 9:20 am **How to Take Advantage of the Insatiable Demand for Writers that Know How Google Works** – [Russ Henneberry](#) (Ballroom)
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- 9:20 – 9:30 am Stretch Break
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- 9:30 – 10:10 am **The New Story of YOU: How to Rewrite the Story of Your Own Freelance Business** – [Nick Osborne](#) (Ballroom)
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- 10:10 – 10:20 am Stretch Break
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- 10:20 – 11:20 am **AWAI Member Success Stories:** [Katie & Rebecca](#)
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- 11:20 – 11:30 am Stretch Break
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- 11:30 am – 12:30 pm **Master Class: COS Copy in the Hotseat** (open to all) – [Sandy Franks](#), [John Forde](#) [Jen Stevens](#) (Ballroom)
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- 12:30 – 2:00 pm **AWAI AWARDS Luncheon** (Ballroom)  
Today, lunch is on us! You're invited to join us for AWAI's exciting Annual Awards Luncheon, where we'll announce the winners of this year's AWAI Spec Challenges, Copywriter of the Year, and a few more surprises!
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- 2:00 – 2:30 pm **Next Steps to Ensure You Achieve Your Goals When You Return Home** – [Ted Capshaw](#) (Ballroom)

**THE END**