

## **Email Blasts For the 2007 Screenwriting Expo**

These blasts were part of the advertising/marketing campaign described in the file <http://insideinfo.com/writingsamples/marketing/ad.campaign.2007.expo.pdf>

The Screenwriting Expo (<http://screenwritingexpo.com>) was the world's largest annual meeting dedicated to the craft and business of screenwriting.

The texts on the following pages of this file are the email blasts I wrote.

These and a few other blasts written by my staff were sent over a period of several months before the meeting.

**Scroll down to see the email blasts I wrote for this marketing campaign.**

## **Email Blast #1 for 2007 Screenwriting Expo:**

### **Why Attend The 2007 Screenwriting Expo?**

Reason #1: It's The World's Top Scriptwriting School

**"It's all about you. You are the very reason they pop the popcorn.  
Nobody else makes a movie until the writer makes it first."**

The four-day Screenwriting Expo is the biggest and most advanced teaching institution for film and TV scriptwriters in the world.

So many working screenwriters, leading screenwriting teachers, script doctors, and screenplay analysts wanted to teach courses this year that when we culled the course list down to the initial 295 best sessions, we started referring to it as "The 295 List."

With additions, the total number of courses is already over 300 and could be 325 by Expo time. You can take classes on subjects including these:

- Pitching – nearly a dozen courses, offered on Thursday
- Beyond the Chick Flick: Writing the Female Driven Screenplay
- Breaking into Sitcoms: Guerrilla Tactics for Landing That First Job
- Comedy Writing: How to Make Executives Laugh!
- Writing for the Camera
- Writing for the Family Market
- Writing for the Third Screen
- Writing the Marketable Romantic Comedy
- Writing the Masterpiece Drama
- Writing the Modern Classic: Great Movie Elements from Great Novels
- How to Adapt Anything to the Screen
- How to Create Characters with Emotional and Psychological Depth
- 13 Things Bad Screenwriters Commonly Do
- Directing

– and many more. To learn about this year's Expo or to register, go to:

**<http://screenwritingexpo.com/about.html>**

Sessions are identified by level of expertise in the final program, so that you can choose the right courses for yourself, whether you're a beginner, advanced, or a working professional.

Our guarantee: whether you are an absolute beginner or a seasoned pro, the 2007 Screenwriting Expo will have sessions to help you build your career in the movies and/or television. The annual Screenwriting Expo is the world's largest and most prestigious gathering of working and aspiring screenwriters, with attendance approaching 4,000.

On-site registration open late in the afternoon Oct. 24. Guest of Honor and teaching sessions begin Thursday, Oct. 25 and run through Sunday, Oct. 28 at the luxurious Los Angeles Airport Marriott and adjacent Renaissance Montura Hotels.

**The Screenwriting Expo offers:**

– **Teaching:** This meeting is an unparalleled teaching and educational opportunity, with over 300 classes taught by working screenwriters, leading screenwriting teachers, and industry insiders.

– **Guests of Honor:** You'll have an opportunity to hear interviews with and ask questions of this year's top television and movie screenwriters.

– **Test your skills in two contests:** Winners of the **Screenwriting Expo Scriptwriting Competition** will be announced at the Expo (Get information or enter before the "burn the midnight oil" deadline of Aug. 14, 2007 from links at the URL above.) . In addition, try your hand at writing a single scene for a prize of \$5,000 at the Creative Screenwriting Open Writing Tournament.

– **Give The Golden Pitch:** Over 60 production executives and Hollywood agents will be at the Expo to hear you pitch your best scripts and stories.

– **Networking Opportunities Abound:** You'll have opportunities to meet potential partners, agents, and development executives, to share ideas, and to compare notes at every minute of this four-day meeting – at our evening parties, or standing in line at the Starbucks kiosk, or at the informal lunches, or just sitting around the lobby or pool. You could meet your next scriptwriting partner, the development executive who will get your foot in the door, or an emerging agent willing to take a chance representing you.

– **A comfortable, luxurious location, and sights to see:** Business services and Internet access, of course—write a scene or read email at poolside, just like the apocryphal Hollywood Hills producer. Down a draft surrounded by TVs at the Marriott's Champions Sports Bar. Dine in elegance at either hotel. And if you're coming from afar, the meeting is within driving distance of everything Los Angeles and its environs have to offer, from Disneyland to opera, classical concerts, and great museums, to vibrant music, comedy and club scenes, and the vast variety of Los Angeles gourmet and ethnic cuisines, to a glimpse into prehistory at the world-famous La Brea Tar Pits.

### **To Register or for More Information:**

Go to <http://screenwritingexpo.com/about.html>

### **Hotel Information:**

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5855 West Century Boulevard  
Los Angeles, California 90045 USA  
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Toll-free: 1-800-228-9290  
(Booking Code: SWESWEA)  
\$119 single/Double, \$129 triple/quad

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310-337-2800  
888-293-0523 (Central Reservations)

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

To book: go on line using this URL (booking code is built into the URL):

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Or call (800) HOTELS-1 and use this reservation code: scrscra  
\$129 single/double

## **Email Blast #2 for 2007 Screenwriting Expo:**

### **Why Attend The 2007 Screenwriting Expo?**

#### **Sell Your Script At The Golden Pitch**

We just learned that a script was optioned to a company to which it was pitched at the 2006 Expo.

We've renamed the annual Screenwriting Expo pitch sessions **The Golden Pitch** in honor of the most important person at the Expo – you!

You are the future of storytelling, the creative well that Hollywood needs to thrive (or someone else is, if you don't come!).

Come and pitch your story to movie executives, development people, and agents at The Golden Pitch – your opportunity to get your foot quickly in the door, and their opportunity to hear the story that they will be putting on TV or the wide screen.

“Half of life,” Woody Allen is credited with saying, “is just showing up.” So show up at the Expo, sign up for pitch meetings at The Golden Pitch, and give that golden pitch the movie and TV industries are searching for.

#### **About The Golden Pitch And How It Works**

In terms of the number of opportunities to pitch your stories, The Golden Pitch is the biggest and most “industry insider” story and script pitching tournament in the business. Over 60 companies will send representatives to two and a half days of intense pitching sessions.

Here's how it works:

– First, register for the Expo NOW. Why now? Because those who register first will get first crack and signing up for pitch sessions.

– Second, we will tell you by email when pitch sessions are available. You can buy pitch tickets only on line, or if any remain available, in person at the Expo. Sorry, we absolutely cannot accept pitch ticket orders by phone!

We have to stagger the announcement of signup times for these pitch sessions because in the past, so many people rushed to sign up as soon as pitch session tickets were available that they slowed and even stopped our web servers. So you will receive your notice that pitch tickets are available in the order in which you have registered for the Expo.

– Pitch tickets cost \$25 each, or a set of five for \$100. You go on line, pay, and then reserve particular slots of time with particular industry development execs or agents.

– Your pitch session tickets will be waiting for you at the Expo. We DO NOT hand out pitch tickets in advance. You must PHYSICALLY AND IN PERSON SIGN A WAIVER, releasing us and the industry executives who hear your pitches, from liability against claims that your story idea was misappropriated when you pick up your tickets.

– The first pitch sessions will be on Friday, October 26. In order to help you make the best possible pitches, we schedule a series of “How to pitch” teaching sessions on Thursday, October 25. (These will be announced and available for signup soon.)

On your pitch day(s), you will have to check in on time to be admitted to your schedule time slots. You **MUST BE THERE ON TIME!** We will not, for any reason, refund pitch ticket payments for sessions which were missed.

These pitch sessions are not the only reason you should attend the Screenwriting Expo. It is the world’s largest and most advanced screenwriting school, with more than 300 educational sessions, panels, and keynote speakers by working professional writers and scriptwriting teachers. Our guarantee: whether you are an absolute beginner or a seasoned pro, the 2007 Screenwriting Expo will have sessions to help you build your career in the movies and/or television. The annual Screenwriting Expo is the world’s largest and most prestigious gathering of working and aspiring screenwriters, with attendance approaching 4,000.

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– **A comfortable, luxurious location, and sights to see:** Business services and Internet access, of course—write a scene or read email at poolside, just like the apocryphal Hollywood Hills producer. Down a draft surrounded by TVs at the Marriott’s Champions Sports Bar. Dine in elegance at either hotel. And if you’re coming from afar, the meeting is within driving distance of everything Los Angeles and its environs have to offer, from Disneyland to opera, classical concerts, and great museums, to

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## Email Blast #3 for 2007 Screenwriting Expo:

### Why Attend The 2007 Screenwriting Expo?

Reason #3:

#### **Hear Blockbuster Movie Writers, Prime-Time TV Writers And Multi-Talented Creative Geniuses – And Ask Them Questions**

These are some of the Guests of Honor who have so far agreed to be interviewed or give presentations at the 2007 Screenwriting Expo (We expect to add a couple more):

**Steve Zaillian**, Oscar Winner (Schindler's List) and Nominee (Gangs of New York, Awakenings), and writer of the 2007 "American Gangster."

**Roberto Orci** and **Alex Kurtzman**, writers of Steven Spielberg's 2007 blockbuster, "Transformers.," as well as "Mission Impossible III," "The Legend of Zorro," "The Island," and writers/executive producers of many episodes of the TV show, "Alias."

**Michael Goldenberg**, screenwriter of "Harry Potter and the Order of the Phoenix," co-writer of the 2003 "Peter Pan," scriptwriter of Carl Sagan's

Those two "Pirates of the Caribbean" trilogy writers, **Ted Elliott** and **Terry Rossio**. But lest you forget, they were nominated for an Academy Award for "Shrek." Ask about their upcoming "national Treasure: Book of Secrets," and "The Spiderwick Chronicles."

**Bill Lawrence**, writer and executive producer of "Scrubs," and before that, "Spin City," with numerous other TV writing credits.

**Larry Karaszewski** and **Scott Alexander**, who have crossed over to the horror genre, adapting the critical and box-office success, Stephen King's "1408," and the upcoming King allegory about dangers of cell phones, "Cell." But you might know them best for he acclaimed, quirky, and extraordinary "Ed Wood," the gutsy "The People Vs. Larry Flynt," and the intense biopic "Man on the Moon," about comic Andy Kaufman, as well as lighter fare including "Agent Cody Banks" and "Problem Child."

(Note: all Guests of Honor have busy schedules, and their schedules change. They have agreed to appear, but all appearances are subject to change due to their career needs.)

These sessions are just a few of more than 300 educational sessions, panels, and keynote speakers by working professional writers and scriptwriting teachers. Our guarantee: whether you are an absolute beginner or a seasoned pro, the 2007 Screenwriting Expo will have sessions to help you build your career in the movies and/or television. The annual Screenwriting Expo is the world's largest and most prestigious gathering of working and aspiring screenwriters, with attendance approaching 4,000.

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## Email Blast #5 for 2007 Screenwriting Expo:

### Why Come to the 2007 Screenwriting Expo?

Reason #5: You Think You're So Funny...Well, You Can Be

How badly do you need help writing a truly funny script? If comedy writing is your specialty, you can study it with experts from the very first session of the Screenwriting Expo to the very last teaching session. We've scheduled sessions on writing comedy in every single time slot of the 2007 Expo. Here are the comedy courses, listed in order:

#### **Writing the Romantic Comedy**

Taught by: **Ken Dancyger**  
Day/time: Thursday, Oct. 25, 2007, 9 AM-10:30 AM

#### **Putting Comedy into Your Scripts**

Taught by: **Ellen Sandler**  
Day/time: Thursday, Oct. 25, 2007, 11 AM-12:30 PM

#### **Writing the Romantic Comedy**

Taught by: **Cynthia Whitcomb**  
Day/time: Thursday, Oct. 25, 2007, 3 PM-4:30 PM

#### **The Secret Weapon of Great Comedy and Thriller Scripts**

Taught by: **Howard Allen**  
Day/time: Thursday, Oct. 25, 2007, 5 PM-6:30 PM

#### **The Dark Side of Lightness--Dramatic Conflict**

Taught by: **Pamela Jaye Smith**  
Day/time: Friday, Oct. 26, 2007, 9 AM-10:30 AM

#### **Build a Better Joke**

Taught by: **Evan Smith**  
Day/time: Friday, Oct. 26, 2007, 11 AM-12:30 PM

#### **Analysis of 5 Great Comedy Scenes**

Taught by: **Hal Ackerman**  
Day/time: Friday, Oct. 26, 2007, 3 PM-4:30 PM

#### **Writing Romantic Comedy Dialogue**

Taught by: **Wendall Thomas**  
Day/time: Friday, Oct. 26, 2007, 5 PM-6:30 PM

#### **Using Improv Techniques for Comedy Writing**

Taught by: **Wendy Cutler Devorah Cutler-Rubenstein**  
Day/time: Saturday, Oct. 27, 2007, 9 AM-10:30 AM

#### **How to Make Executives Laugh!**

Taught by: **Susan Kouguell**  
Day/time: Saturday, Oct. 27, 2007, 11 AM-12:30 PM

#### **Steve Kaplan's Comedy Intensive: The Hidden Tools**

Taught by: **Steve Kaplan**  
Day/time: Saturday, Oct. 27, 2007, 3 PM-4:30 PM

#### **Creating & Developing Your Comedy Screenplay**

Taught by: **Steve Kaplan**  
Day/time: Saturday, Oct. 27, 2007, 5 PM-6:30 PM

#### **Writing the Marketable Romantic Comedy**

Taught by: **Billy Mernit**  
Day/time: Sunday, Oct. 28, 2007, 9 AM-10:30 AM

#### **5 Genres: Secrets of Comedy (& 4 others)**

Taught by: **John Truby**  
Day/time: Sunday, Oct. 28, 2007, 11 AM-12:30 PM

#### **Comedy Craft for the Contemporary Romantic Comedy**

Taught by: **Billy Mernit**  
Day/time: Sunday, Oct. 28, 2007, 3 PM-4:30 PM

**Note:** dates and times of these and all other teaching sessions are subject to change. Sessions can be canceled for reasons outside our control. Consult the on-site program for final sessions, dates, and times.

### ***A Monster ... A House ... A Sin ...***

### **How to Write A Great Horror Film Or Thriller**

Horror is hot," says Screenwriting Expo teacher (and movie/TV screenwriter and author Steven Barnes. But there are special rules to writing a horror film or a thriller. The keys to these genres will be taught in this series of sessions at the 2007 Screenwriting Expo:

**Writing the Thriller**, Ken Dancyger, Oct. 25, 2007, 9:00 AM

**The Future of Horror**, Stephen Susco, Oct. 25, 2007, 11:00 AM

**The Secret Weapon of Great Comedy AND Thriller Scripts**, Howard, Allen, Oct. 25, 2007, 5:00 PM

**Twisted Worlds: Writing the Thriller**, Brian Edgar, Oct. 26, 2007, 9:00 AM

**The Gorgon in the Mirror: The How & Why of Horror**, Steven Barnes, Oct. 26, 2007, 11:00 AM

**Monster in the House: Stories That Scare Us**, Blake Snyder, Oct. 26, 2007, 3:00 PM

**Elements of Horror**, William C. Martell, Oct. 27, 2007, 11:00 AM

**Action & Suspense Scenes**, William C. Martell, Oct. 27, 2007, 5:00 PM

**The Suspense is Killing Me! Writing Horror Action Sequences**, Sara Caldwell, Oct. 28, 2007, 9:00 AM

**Marketing Mayhem: Getting Your Script to Screen**, Sara Caldwell, Oct. 28, 2007,  
11:00 AM

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## Email Blast #7 for 2007 Screenwriting Expo:

### Why Attend The 2007 Screenwriting Expo?

Reasons #7: Novelist-TV Writer Robert Ward. Teacher Syd Field.

“Who,” you may be asking at this point, “is **Robert Ward?**”

He is one of Hollywood’s hidden talents – a novelist of great distinction who has also made a career in TV series writing. His credits in TV include working as a crime series writer and executive producer for Hill Street Blues, Miami Vice, and The Division. In addition, he has writing credits for four TV movies and executive producer credits on two of them.

He has even stronger original creative credits. Robert Ward is one of the five nominees for the 2007 Dashiell Hammett Prize for his latest novel, Four Kinds of Rain. He came to Hollywood after winning the prestigious PEN West Prize for Best Novel of the year for another novel, Red Baker, in 1985. He also won the National Endowment for the Arts award for “best first novel” for his first published novel. He’s a rare creative combination--a multiple-award-winning novelist who also made it to the top in the fast-paced writing environment of Hollywood.

Designated as a **Guest of Honor** of the Expo, Robert Ward is also teaching two of the 300+ educational sessions, panels, and keynote speeches by working professional writers and scriptwriting teachers.

### Syd Field

We’re honored, and we think registrants are fortunate, to have Syd Field in the faculty of the Screenwriting Expo this year. We stole the following biographical excerpt from his web site:

Acclaimed as “the guru of all screenwriters” (CNN), Syd Field is regarded by many Hollywood professionals to be the leading authority in the art and craft of screenwriting in the world today. The Hollywood Reporter calls him “the most sought-after screenwriting teacher in the world.”

His internationally acclaimed best-selling books Screenplay, The Screenwriter's Workbook, and The Screenwriter's Problem Solver have established themselves as the “bibles” of the film industry. They are used in more than 395 colleges and universities and have been translated into 19 languages.

Field ... is currently on faculty at the USC Master's of Professional Writing Program, has taught at Harvard, Stanford, UC Berkeley, UCLA, the AFI and many other noted institutions. He has been a special script consultant to 20th Century Fox, the Disney Studios, Universal and Tristar Pictures. He is a creative screenwriting consultant to the governments of Austria, Argentina, Brazil, Germany, Mexico, Norway, and has collaborated with such noted filmmakers as Alphonso Cuarón (Y Tu Mama Tambien), James L. Brooks (Broadcast News, As Good As It Gets), Luis Mandoki (When A Man Loves A Woman), Roland Joffe (The Killing Fields, The Mission), and Tony Kaye (American History X).

He is teaching two courses at the Expo, twice each.

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Or call (800) HOTELS-1 and use this reservation code: scrscra

\$129 single/double

## **Email Blast #11 for 2007 Screenwriting Expo:**

### **Why Attend The 2007 Screenwriting Expo?**

Reason #11: To Hear and Speak To Creative Pros Like Steven Barnes

Science fiction and fantasy writer Steven Barnes currently has two film projects in development at Fox Searchlight, and a long list of credits in television writing and as a fiction writer. He has written for television's the Twilight Zone, Stargate Sg-1, Andromeda, and Baywatch; he wrote the emmy-winning "A Stitch In Time" episode of the Outer Limits show.

He has been nominated for Hugo, Nebula, and Cable Ace awards, won the Endeavor Award for his alternate history novel, "Lion's Blood," he has published 22 novels, and has made the New York Times best-seller list.

Also a professional teacher, he is the creator of the "Lifewriting™" system of creative enhancement. He has lectured on writing, consciousness, and the structure of myth at UCLA, Mensa, and the Smithsonian Institute.

Registrants will have the opportunity to sign up for these four classes to be given by Steven Barnes:

#### **Structural Magic: The Universal Plot:**

Structure is the backbone of writing, the skeleton holding all other aspects into a recognizable pattern. Fail to master this one key element, and regardless of your other skills, you simply will not sell. This workshop will introduce you to the world's oldest, most universal, simplest and most powerful plot form, one applicable not only to writing but life itself! Regardless of genre, regardless of form: book, film, television, or stage, structure separates amateurs from professionals, and opens the door to true freedom and artistic expression.

#### **Heart of the Matter: Deep Characterization:**

Character is the "Heart" of writing, and the depth of your ability to create believable characters is directly related to your understanding of humanity itself. This workshop will introduce you to the oldest and most complete model of human psychology in the world, and show you how to apply it not only to your writing, but your own life. Master the relationship between plot and character, and you have 90% of the skills necessary to succeed in this business: the rest is just hard work, the right software, and a dash of luck.

#### **Future Perfect: The Art of Science Fiction:**

The Science Fiction genre is one of the world's most popular, and drives the entire field of effects technology. But science fiction isn't the whiz-bang CGI Industrial Light and Magic wizardry: it is the interplay of ideas and the symphony of extrapolation behind them. It is human beings caught in a shift of reality. It is the human heart caught in the gears of the Machine. This workshop will explore the tropes and memes of this vital, exciting genre, from its origins to its future. You will learn the most important rules and principles, how to research, how to sustain the critical suspension of disbelief even in the most extreme and bizarre scenarios. How to avoid amateur mistakes, and how to think like a professional Science Fiction writer.

#### **The Gorgon in the Mirror: The How & Why of Horror:**

Look it up for yourself: Horror films have the best cost/profit ratio of any genre. Audiences have an inexhaustible appetite for them—and studios are dying to pay you to write them. But there are rules, honed over centuries of folklore and fable, and decades of film, television, and novels. Fail to understand what this complex genre really is, what its fans need, how to trigger the deepest darkest emotions, or how to set up and pay off suspense sequences, and you will fail. By analyzing the most profitable and influential horror films ever made we will peel away the mystery and reveal the truth: Horror films are today's dark fairy tales, today's mythology, and one of the most direct tap-root into the collective unconscious.

These presentations are just four of more than 300 educational sessions, panels, and keynote speakers by working professional writers and scriptwriting teachers. Our guarantee: whether you are an absolute beginner or a seasoned pro, the 2007 Screenwriting Expo will have sessions to help you build your career in the movies and/or television. The annual Screenwriting Expo is the world's largest and most prestigious gathering of working and aspiring screenwriters, with attendance approaching 4,000.

Teaching sessions begin Thursday, Oct. 25 and run through Sunday, Oct. 28 at the luxurious Los Angeles Airport Marriott and the Renaissance Montura Hotel (right next to the LAX Marriott). Registration opens late in the afternoon Oct. 24.

**“It's all about you. You are the very reason they pop the popcorn.  
Nobody else makes a movie until the writer makes it first.”**

### **The Screenwriting Expo offers:**

– **Teaching:** This meeting is an unparalleled teaching and educational opportunity, with over 300 classes taught by working screenwriters, leading screenwriting teachers, and industry insiders.

– **Guests of Honor:** You'll have an opportunity to hear interviews with and ask questions of this year's top television and movie screenwriters.

– **Test your skills in two contests:** Winners of the **Screenwriting Expo Scriptwriting Competition** will be announced at the Expo (Get information or enter before the “burn the midnight oil” deadline of Aug. 14, 2007 from links at the URL above.) . In addition, try your hand at writing a single scene for a prize of \$5,000 at the Creative Screenwriting Open Writing Tournament.

– **Give The Golden Pitch:** Over 60 production executives and Hollywood agents will be at the Expo to hear you pitch your best scripts and stories.

– **Networking Opportunities Abound:** You'll have opportunities to meet potential partners, agents, and development executives, to share ideas, and to compare notes at every minute of this four-day meeting – at our evening parties, or standing in line at the Starbucks kiosk, or at the informal lunches, or just sitting around the lobby or pool. You could meet your next scriptwriting partner, the development executive who will get your foot in the door, or an emerging agent willing to take a chance representing you.

– **A comfortable, luxurious location, and sights to see:** Business services and Internet access, of course—write a scene or read email at poolside, just like the apocryphal Hollywood Hills producer. Down a draft surrounded by TVs at the Marriott's

Champions Sports Bar. Dine in elegance at either hotel. And if you're coming from afar, the meeting is within driving distance of everything Los Angeles and its environs have to offer, from Disneyland to opera, classical concerts, and great museums, to vibrant music, comedy and club scenes, and the vast variety of Los Angeles gourmet and ethnic cuisines, to a glimpse into prehistory at the world-famous La Brea Tar Pits.

**To Register or for More Information:**

Go to <http://screenwritingexpo.com/about.html>

**Hotel Information:**

Los Angeles Airport Marriott Hotel, a luxury hotel:  
5855 West Century Boulevard  
Los Angeles, California 90045 USA  
Phone: 1-310-641-5700  
Toll-free: 1-800-228-9290  
(Booking Code: SWESWEA)  
\$119 single/Double, \$129 triple/quad

Renaissance Montura Hotel  
9620 Airport Boulevard  
Los Angeles, CA 90045  
310-337-2800  
888-293-0523 (Central Reservations)

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

To book: go on line using this URL (booking code is built into the URL):  
<http://marriott.com/property/propertypage/laxrr?groupCode=scrscra&app=resvlink>  
Or call (800) HOTELS-1 and use this reservation code: scrscra  
\$129 single/double

## **Email Blast #12 for 2007 Screenwriting Expo:**

### ***No More Rewrites--Your Script Ready...All You Need Is That One Break* Learn How To Make The Golden Pitch – And Then Make It**

The movie/TV industry is eager to hear your story.

In five minutes or less.

The 2007 Screenwriting Expo offers the best chance to learn how to make the perfect sales pitch for your story and yourself – 19 sessions by industry insiders and top teachers on how to pitch your story and yourself.

“It’s an essential skill. Your story will not sell, and your career will never take off, if you don’t make at least one great pitch to someone in the industry,” said Screenwriting Expo Executive Manager Bill Donovan. “Realistically, the chances are that you will need an array of pitching skills and have to make more than one great pitch before you sell your first—or next—script. To help you do that, we have assembled at the 2007 Expo the most thorough set of teaching sessions on pitching available anywhere.”

“These classes are conducted by top teachers whose students have sold scripts...by TV and movie writers who have successfully pitched their own stories...by producers who have both given and taken pitches,” Donovan said.

Seventeen of these 90-minute teaching sessions are scheduled before the beginning of The Golden Pitch Tournament, in which writers will have the opportunity to pitch your story to 60+ executives and agents representing A-list companies. “And just in case you need to learn more, there are two more great sessions on pitching on Saturday, Oct., 27, while the Golden Pitch Tournament is on.

The Golden Pitch Tournament, which was called the Expo Pitch Sessions, is a round-robin in which writers tell producer and agent representatives their stories, in a series of five-minute sessions that are much like speed dating. For more information on the Golden Pitch Tournament, see the separate article in this special issue.

The teaching sessions on pitching your story are listed below. See the full schedule of sessions for descriptions of these seminars.

#### **Here's the Pitch**

Taught by: **Brad Schreiber**  
Day/time: Thursday, Oct. 25, 9 AM-10:30 AM

#### **Pitch in a Minute**

Taught by: **Pilar Alessandra**  
Day/time: Thursday, Oct. 25, 9 AM-10:30 AM

#### **Loglines/Treatments/Pitches**

Taught by: **James Dalessandro**  
Day/time: Thursday, Oct. 25, 9 AM-10:30 AM

#### **The TV Freelancer: Pitching For TV**

Taught by: **Brian Herskowitz**  
Day/time: Thursday, Oct. 25, 11 AM-12:30 PM

#### **Pitching To Sell: Engaging The Listener**

Taught by: **Karl Iglesias**  
Day/time: Thursday, Oct. 25, 11 AM-12:30 PM

#### **What NOT to Do In A Pitch**

Taught by: **Robert Ward**  
Day/time: Thursday, Oct. 25, 11 AM-12:30 PM

#### **TV Power Pitch Workshop**

Taught by: **Mark and Jeanne Simon**  
Day/time: Thursday, Oct. 25, 3 PM-4:30 PM

#### **How to Pitch Your Screenplay for a Sale**

Taught by: **Victoria Wisdom**  
Day/time: Thursday, Oct. 25, 3 PM-4:30 PM

#### **Simple Pitching**

Taught by: **Ellen Sandler**  
Day/time: Thursday, Oct. 25, 3 PM-4:30 PM

#### **Perfect Pitch: How to Sell Yourself and Your Movie Idea to Hollywood--The Lecture**

Taught by: **Ken Rotcop**  
Day/time: Thursday, Oct. 25, 3 PM-4:30 PM

#### **Inside Pitch**

Taught by: **Noah Stern**  
Day/time: Thursday, Oct. 25, 3 PM-4:30 PM

#### **Pitching Tool Kit**

Taught by: **Cynthia Whitcomb**

Day/time: Thursday, Oct. 25, 5 PM-6:30 PM

**Perfect Pitch: How to Sell Yourself and Your  
Movie Idea to Hollywood--The Workshop**

Taught by: **Ken Rotcop**

Day/time: Thursday, Oct. 25, 5 PM-6:30 PM

**Pitching at TV Conference Seminars**

Taught by: **Mark and Jeanne Simon**

Day/time: Thursday, Oct. 25, 5 PM-6:30 PM

**Revitalizing a Weak Pitch**

Taught by: **Gary Shusett**

Day/time: Friday, Oct. 26, 9 AM-10:30 AM

**Life's a Pitch**

Taught by: **David Zuckerman**

Day/time: Friday, Oct. 26, 9 AM-10:30 AM

**The Pitch Analyzing Clinic**

Taught by: **Gary Shusett**

Day/time: Friday, Oct. 26, 11 AM-12:30 PM

**The Art of Pitching & Story Structure**

Taught by: **Catherine Ann Jones**

Day/time: Saturday, Oct. 27, 3 PM-4:30 PM

**Selling Your Idea To Hollywood With Pitch King  
Robert Kosberg**

Taught by: **Bob Kosberg**

Day/time: Saturday, Oct. 27, 5 PM-6:30 PM

**Note:** dates and times of these and all other teaching sessions are subject to change. Sessions can be canceled for reasons outside our control. Consult the on-site program for final sessions, dates, and times.

## **Email Blast #16 for 2007 Screenwriting Expo:**

### **Why Attend the 2007 Screenwriting Expo?**

Reason # 16: It is not just the best, but also the lowest-priced “Way Beyond A Master’s Program” education on film and TV screenwriting anywhere in the world.

Shop and compare:

### **Endas Expo**

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

Calls itself “International Screenwriter Expo 2007.”

Price: 475 Euros. That’s \$640 as this is being written.

What you get for that price:

- A two-day Syd Field Masterclass.
- A trip to Genoa, Italy, the home of Christopher Columbus, at your own expense.

It’s probably worth every penny and more. Syd Field is one of the world’s great screenwriting teachers.

We’re not trying to suggest that Endas Expo is charging unusual or unreasonable prices (based on what the market for courses is these days).

But there is a better and lower-cost alternative to all the market-priced courses--the real, the original, the one and only --

### **Screenwriting Expo**

<http://screenwritingexpo.com>

Price: \$74.99 plus \$5 per 90-minute seminar.

What you get for that price:

- Four solid days of classes at \$5 each (and some are free)
- Two 90-minute Syd Field classes
- 310 other seminars ranging from beginner to professional level (well beyond a master’s-level course; many are taught by working screenwriters)
  - Hear and ask questions of a dozen Guests of Honor, including the writers of most of this year’s blockbusters and some leading TV shows.
  - A chance to test yourself and win \$5,000 at the CS Open for only \$8 per round
  - Access to 60+ producers and agents at The Golden Pitch (separate admission)

- Four networking parties (some of which will be very entertaining) for only an additional \$15 each
- Even considering the L.A. traffic, it's a lot closer than Genoa, Italy if you live here.

**Best of Both Worlds:**

– Sign up now for the Screenwriting Expo at <http://screenwritingexpo.com> before the price goes up at the end of the day Sept. 14;

– Use the difference in registration fees (\$565) to pay for your airline ticket to Italy or whatever travel destination strikes your fancy.

You'll get the best and most advanced screenwriting educational experience available anywhere, and pay part of the cost of that vacation you deserve.