



ICN's 2005 BOOK & CREATIVE ARTS CONFERENCE

Saturday, Sept 10, 2005

THE INVISIBLE CITIES NETWORK
IS HONOURED TO HOST ITS
**FIRST BOOK & CREATIVE ARTS
CONFERENCE**

THIS YEAR'S TOPIC:

The Art of Marketing and Networking

A forum for writers, authors, publishers, film-makers, musicians, artists and students to learn, share and mingle in a collaborative setting. An opportunity for the public to meet the Quebec and Canadian stars living in their midst.

SATURDAY, SEPTEMBER 10, 2005

8.30 AM-5.00 PM

FACE AUDITORIUM

3449 UNIVERSITY STREET,
METRO MCGILL

(SOME OFF STREET PARKING AVAILABLE)

COST: EARLY BIRD REGISTRATION

\$20.00 (INCLUDES BUFFET LUNCH)

PRESENT TICKET

OR REGISTER: \$30.00 AT THE DOOR

Sponsored by the Invisible Cities Network

<http://www.InvisibleCitiesNetwork.org>

Besides networking with at least a dozen
exhibiting author-publishers,
you will meet

Speakers

Leonardo de Luca, Music Producer, Avatra

Sandra Phillips, Publisher,
Smart Shopping, Travelsmart

NAT Grant, Author, Publisher, Llumina Press

Alex Brett, Author, Media Relations Consultant
Dragonfly Communications

Guest Panelists

Terry Mosher, 'Aislin,' Montreal Gazette Cartoonist

Marilynn Vanderstaay, Journalist

Jean François Fortier, Professional Musician

Peter Wintonick, Independent Film-Maker

Moderator, **Josh Cowan**

Philip McMaster, Lecturer, Adventurepreneur

The Zarka Entertainment Group

with Francine O'Halloran (CD producer)

Mona Lisa Chanda, Performance Poet, Artist

Jens Christian Justinussen, Musician

Houston, We're ready for Launch...But what happens next?

Once a book or creative work is ready to be sold, the artist or author now has to move their product. Can you get over the fact that all you wanted to do is create and you are now, or have to become, a business manager, a printer, an onstage entertainer, a TV personality, a media monger and heaven forbid, a traveling salesman? NAT Grant, author of the acclaimed Montreal thriller series, Race Without Rules and Running The Race, has been called the 'Queen of Self-promotion.' She says you can do it too and will reveal her techniques designed to shift the pusillanimous to the intrepid. Web Site: <http://www.natgrant.com>



NANCY
GRANT:

Hook 'Em, Danno: Writing the Perfect Press Release

It takes most editors less than three minutes to decide if they're going to review your book. They glance at the cover, flip to the back copy, then scan the first few lines of your press release. If, by line three, you haven't convinced them, then your package, along with your book, sails into the trash. Alex Brett is an author, science writer and media relations consultant with over twenty years experience producing press releases that get results. Her latest book, Cold Dark Matter, has received national coverage on radio, TV and in print. Her press releases, written for corporate clients, generate coverage in newspapers and magazines worldwide including, most recently, the New York Times. She'll give you practical tools and tips on how to write a press release that editors stamp: Assign. Web Site: <http://www.alexbrett.com>



ALEX
BRETT

Regional Marketing: Fertilizing your own backyard

No one was more surprised and delighted than Sandra Phillips-Posner when her first book, Smart Shopping Montreal, quickly climbed onto the best seller list and remained there (with its annually updated editions) for the past 19 years. Having spent years as an art teacher (with a Masters degree in Art and Education from Queens College/CUNY), Sandra's life took an interesting turn following this success. This native New Yorker was offered her own column, which has run for 15 years in Montreal's newspaper The Gazette. She has also become a regular on CFCF-TV News, CJAD talk radio, CBC, Global-TV and has gained popularity as a lecturer. During and after her adventures, she reports for travel radio, e-zines and print media. Her new book, "Drive I-95: Exit by Exit Info, Maps, History and Trivia" written with her husband, Stan Posner, is the perfect combination of his love of maps and computer expertise together with Sandra's delightful insightful blurbs. It too became a bestseller and garnered two US national book awards. Web Site: <http://www.smartshoppingmontreal.com>



SANDRA
PHILLIPS

Embrace the paradox; The art of business meets the business of art

Leonardo de Luca, like all great Leonardos (LOL) has walked a varied and quirky path. After 50,000 private music lessons and more than 10,000 artist-entrepreneur consultations given over the course of 29 years, one cannot say that he has not embraced the digital age. Not one to neglect his "softer" artistic side, Mr. de Luca has also produced several records and performed in various incarnations as a singer-songwriter. Although the coveted "mega-rich" status has eluded him (so far), he has nevertheless managed to avoid working for the "dreaded" boss. Web Site: <http://www.avatra.com>



LEONARDO
DE LUCA

CONFERENCE PROGRAM

Invisible Cities Network is hosting a day-long conference marketing workshop for writers and aspiring writers, published authors, poets, creative entrepreneurs, and emerging artists of all disciplines.

Date: Saturday, Sept 10, 2005

Place: FACE School Auditorium. 3449 University Street (above Sherbrooke Street, McGill Metro, exit on University Street; some free parking available)

Cost: \$20 (pre-registration) and \$30 at the door.

Speakers

Leonardo de Luca: "Embracing the Paradox: The Art of Business meets the Business of Art."

Sandra Phillips: "Fertilizing your own Backyard," Regional marketing

NAT Grant: "Starting From Scratch," Self-Promotion Techniques

Alex Brett: "The Value of and Tips on Press Releases"

Media Panel with moderator, Josh Cowan

Terry Mosher - 'Aislin,' Montreal Gazette Cartoonist

Marilyn Vanderstaay - Freelance Journalist

Jean-François Fortier - Professional Musician

Peter Wintonick - Independent Film-maker

08:30: Registration and coffee with Zarka Entertainment (TBA)

09h20: Intro by Christine Manolescu of ICN & EMCEE, Josh Cowan

09:30: Leonardo de Luca

10h30: Break/networking/book sales with Zarka Entertainment (TBA)

11:00: Sandra Phillips

12:00: Lunch/networking/book sales with Zarka Entertainment (TBA)

13h00: NAT Grant

14h00: Alex Brett

14h45: Break

15h15: Media Panel: Terry Mosher, 'Aislin', Marilyn Vanderstaay, Peter Wintonick, Jean François Fortier

16h15: Philip McMaster, Lecturer, MBA: Tips on Networking, Satellite Radio & Canadian Content.

Finale & Networking until 17:00

Each presenter will speak for 40 minutes, followed by question period. A light buffet will be served for lunch. Books, CDs, cards, and so on, by ICN members and others will be offered for sale in the foyer.

MEDIA

Jean François Fortier, Musician



Singer and songwriter Jean François Fortier released his 2nd album *Variations sur le Vide* last winter. After 7 years with his first band, Les Moutons Noirs, and 3 years as a «signed» artist, Jean François decided it was now time to be part of the action. He stopped waiting for the perfect plan. Good decision. For someone who thought that marketing was an ugly word and that creation was only for music, a new world has slowly opened before his eyes. He is here to tell you more about it. Web Site: <http://www.jeanfrancoisfortier.com>

Terry Mosher, 'Aislin' Montreal Gazette Cartoonist



AISLIN, the name of Terry Mosher's elder daughter, is the nom de plume he has used for over thirty years as the editorial page cartoonist for Montreal's English-language newspaper, The Montreal Gazette. Named cartoon editor of Maclean's — Canada's national weekly newsmagazine — several years ago, Mosher illustrates Paul Wells' back-page political column and showcases the work of an array of Canadian political cartoonists. In recognition both of his charitable work and his contribution to the world of political cartooning, Mosher was named an Officer of the Order of Canada in May, 2003. Over the course of his career, Terry Mosher has frequently appeared as a commentator on many of Canada's major television and radio programs. He is also a regular speaker on the topics of humour, history and the importance of cartooning as a communications tool, having appeared at national conferences such as Idea City, The Banff Festival for The Arts, Montreal's Canadian Club and numerous writers' festivals. Web Site: <http://www.aislin.com>

Marilynn Vanderstaay, Journalist



Marilynn Vanderstaay wears a variety of hats that include journalist, author, community investment specialist, the Queen of Schmooze, inspirational speaker, publicist, trainer, event planner, marketing agent and dreamweaver (making things happen in people's lives). Today however, she will be wearing the hat of a journalist and writer. Marilynn has been a published journalist for 17 years. Her feature articles, profiles, stories, columns and even exposes have been published in national and local magazines, local newspapers and organizational newsletters and other publications including Readers' Digest, Canadian Living, The Financial Post, London Business Magazine, The London Free Press, The Montreal Gazette and many community papers including the Westmount Examiner, the TMR Post, The West Island Chronicle and The Chronicle. Through her writing and her dedication to community she has earned the position of community investment specialist. She has published two books and is working on two more, one of which is her topic for a series of seminars she will be training this fall at Vanier College.

PANELISTS

Peter Wintonick, Independent Film-maker



Peter Wintonick has worked in film for over two decades. **Manufacturing Consent**, Wintonick's first major non-fiction feature, focuses his wide-ranging experience and commitment to social action film on a subject close to him — the media. His recent work includes four years as the Canadian producer and post-production Coordinator for Peter Watkins' 14.5 hour megadocumentary, *The Journey*, about nuclear peace, development and the media. He was Associate Producer and Editor on Nettie Wild's *A Rustling of Leaves: Inside the Philippine Revolution*, about the present political situation in the Philippines (Most Popular Film, Berlin Forum '89, People's Choice, Salute to the Documentary, Canada '89); and was Supervising Editor on Ron Mann's off-beat Comic Book Confidential (Best Documentary, Genie Awards, Canada: Hugo Award, Chicago International Film Festival). Wintonick produced and directed *The New Cinema*, a video documentary about independent film (Blue Ribbon Award, American Film Festival). He has also edited feature films and, in another lifetime, directed corporate videos and audiovisuals. He was a witty and frequent contributor to Canada's national film magazine, CINEMA CANADA, analysing film culture, discovering new trends in young and independent film, and fomenting debate about the future of a national cinema. He has also been a programmer for the Montreal International Festival of New Cinema & Video and has taught university-level film history. During his career in the commercial film industry, Wintonick worked for and with some of the major movers (and snakes) in the motion picture jungle. His initiation into the world of film and politics began on the post-production of former Canadian prime minister Pierre E. Trudeau's early campaign films. He has aided and abetted the development of many young independent filmmakers, ceaselessly acting as associate producer, editor and consultant on numerous projects. Web Site: <http://www.necessaryillusions.ca/mfc/mchome.html>

Philip McMaster, MBA, Lecturer, HEC



Adventurepreneur and MBA, Teacher of Entrepreneurship, Researcher, Rogers J.A. Bombardier Chair of Entrepreneurship, HEC Montreal. Philip McMaster is known as the Adventurepreneur, a modern-day "Johnny-Appleseed" who enjoys planting the seeds of his marketing and promotional expertise to entrepreneurs around the world. The combination of global travel and his degrees in Applied Human Sciences from Concordia and MBA from HEC Montreal bridge the traditional gap between business and diverse cultures. Philip was founding publisher of the first English newspaper in the Laurentians, photo journalist for LaPresse, a professional adventure photographer for Explorasport.com and founder of Cool to be Canadian® / Cool d'être canadien® a non-profit civic organization involved in computer recycling and promoting Canadian creative talent. Web Site: www.cool.ca/mcmaster

EXHIBITORS

Tikka Books
Small Books
INHOUSEPRESS
Prince Chameleon Press
Yardena Publications
Trafford Publishing
Empyrean Books
Naive Art
Llumina Press
Midbar Editions
Kerrycroft Editions
Visionaire Publications
Price-Patterson Publishers
Roma Bross Reg'd
(and more)

LAUNCHES

Yeshua
Baglady
Examined
Drive I-95, 2005
Dancing with Fear
Esther, A Jewish Odyssey
The Splendor of the Goddess
A Life of the Twentieth Century
Smart Shopping Montreal, 2005
Race without Rules, Running the Race
That Damn Voice Again — Communications from beyond
Unconditional Love: The human-canine relationship
Celestine, and the Magic Geranium
(and more)

The FACE Venue

Located in downtown Montreal, and bordering McGill University Campus, the school's magnificent neo-Classical building lies at the heart of the cultural community, close to museums, theatres, concert halls and cinemas, and to the bus and metro. Erected in 1914, its façade offers rich ornamental detail: low reliefs, caryatids, coats of arms. Several of the interior spaces are also remarkable for the preservation of the original woodwork. FACE welcomes 1500 students from Kindergarten to Secondary V to its unique bilingual, arts-enriched academic program, now in its 26th year.

The Invisible Cities Network

Executive Group

Christina Manolescu, President
Raquel Rivera, Vice President
Mona Lisa Chanda, Events Organizer
Nancy Grant, Events Organizer
Josh Cowan, Events Organizer
Leonardo de Luca, Consultant
Philip McMaster, Consultant
Pierre Lasry, Consultant
David Cox, Outreach
Cristina Perissinotto, Co-Founder, Member at Large

Invisible Cities Network



based in Montreal, Quebec, Canada, is a group of active writers, aspiring writers and self-publishers of fiction, non-fiction, poetry, journalism, children's literature and educational resources. We are interested in supporting our members' creative endeavours as well as collaborating on joint publishing ventures and Spoken Word (Performance Poetry) events. The group welcomes multi-lingual writers, literary translators and anthologists.

How you can benefit from and also support the Invisible Cities Network

Join the ICN Mailing List

Become an ICN member: \$5.00 annual membership fee

Attend ICN Meetings, network with members

Participate in special ICN events

Make a donation

For more details, contact Christina at 514-807-4171

Email: christina@princechameleon.com

<http://www.InvisibleCitiesNetwork.org>