

## Catch Your Readers with Ann Wylie

Nov. 13-14, 2019 | New Orleans

**Timing:**     **Registration** Nov. 13: 8:15 a.m. — 8:45 a.m.  
                  **Workshop** Nov. 13-14: 9 a.m. — 4 p.m.

**Venue:**       New Orleans Jazz Museum  
                  400 Esplanade Ave.  
                  New Orleans, LA 70116  
                  [View on Google Maps](#)

### Day 1 Agenda

- **Think Like a Reader:** Move people to act.
- **Go Beyond the Pyramid:** Master a story structure that's been proven in the lab to reach more readers.
- **Get a Writing Workout With Wylie:** Take your message from 'meh' to masterpiece.

### Day 2 Agenda

- **Cut Through the Clutter:** Measurably boost readability with our targets, tips & tools.
- **Lift Ideas Off the Page:** Reach nonreaders with display copy.
- **Get a Writing Workout With Wylie:** Take your message from 'meh' to masterpiece.

### Purchase, upgrade tickets

- Silver: \$1,195
- Platinum: \$1,395
- Gold: \$1,295
- Diamond: \$1,795
- **Bonus:** Until Jan. 31 only, get nearly \$300 worth of learning tools free with a Silver or Gold ticket.
- **Rev Up Readership discount:** Members save \$100. ([Join Rev Up Readership.](#))
- **Group discounts:** Save \$50 if you bring one friend; or save \$100 per friend when you bring two or more friends.

### Nearby hotels:

- [W New Orleans - French Quarter](#)
- [InterContinental New Orleans](#)
- [DoubleTree by Hilton Hotel New Orleans](#)
- [The Roosevelt New Orleans, A Waldorf Astoria Hotel](#)
- [Sheraton New Orleans Hotel](#)

### Contact:

- **Questions about the workshop?** [Email Ann](#), 800-682-6141
- **Day-of-event contact:** [Email Karelyn](#), 504-327-8538