

## HALLMARK LIVE WRITING SESSION WITH HALLMARK WRITERS

# SAY IT JUST RIGHT

### WHAT & WHY:

#### WHAT IS IT?

Hallmark visitors will join in an hour-long moderated conversation with Master Writer Melvina Young and Senior Writers Amy Trowbridge-Yates and Kevin Dilmore to learn more about writing messages for connecting needs relevant to today's times. Writers will listen empathetically to participants and share their best advice in helping visitors connect emotionally in all the ways they wish.

#### WHO'S IT FOR?

Anyone interested in knowing more about Hallmark writers, as well as anyone wanting tips on how to connect with friends and family for specific occasions including:

- Encouragement, Support and Coping (kids in school, isolation at home, general uncertainty, loss of "the way things used to be")
- Gratitude and Thanks (everyone from essential workers and caregivers to helpful neighbors and friends)
- Miss you, Thinking of You (staying connected to those we love but can't be with whether in town or across the miles)

#### DESCRIPTION:

Hallmark writers go through life just like everyone else does. During this conversation, writers will share their authentic selves, discussing personal approaches to their work, favorite pieces of their own writing, and even writing personalized messages on the spot for select listeners. Writers will be conversational, open, light-hearted, and real—and they invite all listeners to join in with permission to be the same.

#### HOW:

##### TIMELINE:

- + Introduction of panelists
- + 45 minute panelist conversation regarding relevant sending occasions and connecting needs
- + 15 minute Q&A with event attendees moderated by Hallmark Writing Studio Director Sarah Tobaben

##### ADDITIONAL:

- + A free downloadable collection of inspirational quotes styled by Hallmark artists
- + A list of links to writing tips created by Hallmark writers

### SNAPSHOT:

