



TRIBETALKS

In 2018 our TribeTalks program began, and we're again asking alumni to take the stage in 2027!

We are thrilled to announce the opportunity for you to share your mastery, gain experience, expand your resume, and build the Tribe by putting together a short presentation about a subject you're an expert in!

Inspired by feedback from attendees, TribeTalks is a program based on the popular TED Talks format. It will be a series of three 15-minute talks presented by selected alumni that offer fresh perspectives and inspire us with unique approaches to the challenges writers face both on and off the page.

The submission window is open from April 15th through June 15th. Just fill out the docs and send them to me, your friendly, neighborhood TribeTalks Coordinator, Joshua Essoe at joshua@essoe.com.

So, what are you an expert in? What can you teach your fellow tribemates? We want **you** to share your knowledge and expertise with the Tribe by doing a TribeTalk on one of these potential subjects:

Marketing & Outreach

You've written a book, but how do you promote it? Share techniques to maximize the success of marketing and outreach, such as newsletters, social media, street teams, advance readers, signings, and appearances.

Craft

How do you translate an amazing idea into a story? Elucidate your fellow attendees on emotional engagement, story structure, character development, writing comedy, how to craft a mystery, or any other sage writing know-how you've mastered.

Writer's Life

How do you increase productivity and overcome challenges of the writing life? Tell us your methods for beating procrastination, discouragement, or writer's block. Share your insights on balancing family demands and a day job.

Indie Best Practices

What are the best practices of a successful Indie author? Share your knowledge about advertising, promotion, price points, keywords, categories, platform, and other elements of indie publishing.

If you have an enlightening experience, a successful practice, or a unique take on a topic related to the business or craft of writing that falls under one of the above subjects, we want to hear from you. If the topic of your must-see writing presentation does **not** fall under one of these subject areas, we *still* want to see your proposal! Show us what you've got!

What are we looking for in a proposal?

Relevant – your topic should address a challenge writers face or a question the Tribe is (or should be) asking related to the business of writing.

Fresh – bring a new perspective and a unique approach—you should be uniquely qualified to present this topic.

Action oriented – your presentation should include practical actions that Tribe members can take to solve this problem or achieve this goal.

“What’s in it for me?”

Proposing a talk for the TribeTalks program can be a terrific learning experience. This program is professional development for authors. As a professional writer, you need presentation skills because in the course of a successful career, you will have opportunities to give workshops and keynote speeches. Planning a talk and writing a proposal are essential steps in this process. TribeTalks gives you a real-world opportunity to hone these skills.

For those whose proposals are accepted for further consideration, you will gain practical experience in speaking skills as you prepare your audition recording.

If your talk is selected for Superstars, you’ll gain valuable experience in giving a presentation to an audience. You’ll have the opportunity to influence other writers, share your best practices, and give back to the tribe! TribeTalks is the springboard into longer presentations at Superstars, if that’s where you want to head, and many previous speakers have moved on to bigger roles at the seminar. You’ll also have a credit as an SSWS speaker when you apply to present for other organizations.

All selected speakers will get a recording of TribeTalks 2027, but you must register to attend SSWS 2027. As a presenter, you will be allowed to register at the Early Bird Alumni rate. If you are selected to present and you have already registered at a higher rate, the difference will be refunded to you.

“Where do I start?”

If you want to be considered as a TribeTalks presenter, the process is easy:

1. Describe your idea using the proposal form and submit it by Monday, June 15th, 2027.*
2. If you are selected as a finalist, you must submit a video sample by August 10th to show off your presentation skills.**
3. By August 22nd TribeTalk Presenters for 2027 will be chosen. To accept this invitation, you must be registered for SSWS 2027. Finalists will have five days in which to register or forfeit their invitation.



**Only Superstar Alumni are eligible to submit TribeTalk proposals. This means you must have attended one or more previous Superstars conferences to be eligible as a speaker for this program.*

***You do not need to be registered for SSWS 2027 to propose a talk, but if you are selected as a finalist, you **will** need to commit to registering if your talk is selected.*

“Should I do this?”

Yes!

In post-conference surveys from Superstars, there has been overwhelming outcry from the Tribe for the opportunity to learn from other Tribe members. This is what prompted the TribeTalks concept. Your peers want to hear what you’ve encountered and overcome in your writing travails, so we can learn from your experience and example.

If you have a success, process, experience, mastery, or unique knowledge that others in the Tribe can learn from, please submit a proposal. You’ll gain valuable, professional experience during the submission process and you’ll be helping to build a more cohesive, educated, and enlightened Tribe.

Next Steps

If you’re ready to explore writing a proposal, go straight to the TribeTalks Proposal document, fill out and send it in!

If you have questions or concerns, please contact TribeTalks Coordinator, Joshua Essoe at joshua@essoe.com.