

CRAFTFEST WEDNESDAY, JULY 11, 2018

CraftFest Registration, 7:00 am - 4:00 pm

Strand Bookstore, open Noon - 6:00 pm, *Booth-Plymouth Room*

ROOM	URIS/JUILLIARD	BROADWAY	CARNEGIE/ALVIN	BALLROOM I
MORNING COFFEE - 8:00 am - 10:00 am Hosted by ITW Ballroom I Foyer				
8:00 am - 8:30 am	WELCOME MEETING, Ballroom I Hosted by ITW CraftFest Director D.P. Lyle, M.D., Past-President Kathleen Antrim, and Marketing Chair Jon Land			
CRAFTFEST CLASSES				
8:30 am - 9:20 am	Terri Nolan WRITING AUTHENTIC HEROINES	Chris Grall GUNS IN MOVIES AND TV: Why Hollywood Isn't The Best Resource	Dan Fesperman JOURNEYS ABROAD – AND INTO THE PAST	Steve Berry THE SIX C'S OF STORY STRUCTURE: It's Not Everything – It's Absolutely Everything
9:30 am - 10:20 am	David Putnam THE ANATOMY OF VIOLENCE: What It Takes To Shoot Someone	David Morrell HOW TO WRITE THRILLING COMIC BOOKS	D.P. Lyle, M.D. MAKING YOUR CHARACTERS COME ALIVE	Steve Berry WHO'S TELLING THE STORY AND WHAT THEY ARE SAYING: POV And Dialogue
10:30 am - 11:20 am	Bryan DiGirolamo FIREARMS TRAFFICKING	David Corbett WATSONS, WHEELMEN, & SYMPATHETIC HEAVIES The Primary Role Of Secondary Characters	Gayle Lynds THE 8 SECRETS TO CREATING A BESTSELLING THRILLER	Donald Maass THE STORY YOU'RE NOT TELLING
11:30 am - 12:50 pm	CRAFTFEST LUNCH Special Guest Neil Nyren, former Executive Vice President, Publisher and Editor-in-Chief of G.P. Putnam's Sons, Interviewed by John Sandford <i>Ballroom III</i>			
1:00 pm - 1:50 pm	Steven James THE SECRETS TO TWISTS THAT NO ONE IS TELLING YOU	Kevin Kamrowski FUGITIVES RECAPTURED: Case Studies From A U.S. Marshal	Robert Dugoni STORY STRUCTURE: Keep 'Em Up All Night Turning The Page	R.L. Stine ALL OF MY WRITING SECRETS REVEALED
2:00 pm - 2:50 pm	Geoff Symon BURNING QUESTIONS: Fire In Fiction	Anthony Franze & Barry Lancet WHAT LEGENDS DO: 10 Things Bestselling Authors Do To Make Their Manuscript Sing	F. Paul Wilson CONVEYING CHARACTERS	Megan Abbott DOWN A DARK ALLEY: Setting The Mood
3:00 pm - 3:50 pm	Peter James KEEPING THE READER TURNING THE PAGE	Gabriela Pereira HOW TO CONQUER THE CRAFT OF WRITING: Without Breaking Your Heart Or Losing Your Mind	Carla Buckley & Jenny Milchman BAD GUYS, VILLAINS, AND ANTAGONISTS, OH MY	Mark Tavani WAIT FOR IT How Anticipation Fuels Suspense - And What You Can Do To Create It
4:00 pm - 4:50 pm	Martina Cole & Barry Ryan SCRIPT 2 SCREEN	Katherine Ramsland BONING UP ON BEHAVIORAL INVESTIGATIVE ANALYSIS	David Holtzman HACKING FOR HACKS	Walter Mosley THE STRUCTURE OF REVELATION
5:00 pm - 5:30 pm	Authors from all CraftFest classes will sign in the bookstore.			
5:30 pm - 6:15 pm	Kathleen Antrim and Jon Land DISCOVER HOW TO PITCH YOUR MANUSCRIPT, <i>Broadway</i>			
6:30 pm - 8:00 pm	CRAFTFEST COCKTAIL PARTY Hosted by ITW, <i>Manhattan Ballroom</i>			

CRAFTFEST THURSDAY, JULY 12, 2018

CraftFest Registration, 7:30 am - 2:15 pm

REGISTRATION for THRILLERFEST 12:00 pm - 2:15 pm and 5:00 pm - 7:00 pm

Strand Bookstore, open 9:00 am - 6:00 pm, *Booth-Plymouth Room*

ROOM	URIS/JUILLIARD	BROADWAY	CARNEGIE/ALVIN	BALLROOM I
MORNING COFFEE - 8:00 am - 10:00 am Hosted by ITW Ballroom I Foyer				
8:00 am - 8:50 am	Grant Blackwood PREMISE LINE: The Brain Of Your Book	Jenny Milchman & Matthew Quinn Martin BOOK TO FILM: How Movies – And Movie Deals – Get Made	Chris Goff TUNNEL VISION: Mastering Deep POV	James Rollins & W. Craig Reed THE SCIENCE BEHIND WRITING A THRILLER
9:00 am - 9:50 am	Meg Gardiner SUSPENSE: How To Keep Your Plot In Turmoil – And Readers Reading	Jeff Ayers POWER RESEARCH	Lee Goldberg USING TV WRITING TECHNIQUES TO MAKE YOUR THRILLER MOVE LIKE A ROCKET	Jon Land & Heather Graham COLLABORATION: When Two Are Better Than One
9:50 am - 10:10 am	Authors from all CraftFest classes will sign in the bookstore.			
CAREERFEST				
	URIS/JUILLIARD	BROADWAY	BALLROOM I	
10:10 am - 11:00 am	DISCOVER THE BUSINESS AND METRICS OF PUBLISHING Moderator: Jon Land J.D. Barker Liz Berry John Gilstrap Meryl Moss Neil Nyren Dan Slater	DISCOVER THE ROAD TO SUCCESS IN TRADITIONAL PUBLISHING Moderator: Kathleen Antrim Brian Andrews Steve Berry Mark Dawson Robert Dugoni Bob Mayer Jenny Milchman Jeffrey Wilson	DISCOVER THE WORLD OF AGENTS Moderator: Jeff Ayers Dan Conaway Rachel Ekstrom Mitch Hoffman Peter Knapp Rita Rosenkranz Amy Tannebaum	
11:10 am - 12:00 pm	DISCOVER THE ROAD TO HOLLYWOOD Moderator: Jon Land Karen Dionne John Dixon Joseph Finder Lisa Gardner Lee Goldberg R.L. Stine Janet Zucker	DISCOVER HOW TO MAKE YOUR MANUSCRIPT GREAT Moderator: Jeff Ayers Grace Doyle Jaime Levine Danelle McCafferty Kelley Ragland Gretchen Stelter Mark Tavani	Ballroom I will be closed during this hour to prepare for Practice PitchFest	
12:15 pm - 1:45 pm	PRACTICE PITCHFEST WITH SELECTED AUTHORS (Not Included In CraftFest Registration) Ballroom I			
AFTERNOON BEVERAGE SERVICE - 2:00 pm - 4:30 pm Hosted by ITW				
2:00 pm - 4:30 pm	PITCHFEST (Not Included In CraftFest Registration) <i>Uris/Juilliard, Broadway, Carnegie/Alvin, Edison/Winter Garden, Plymouth</i>			
4:30 pm - 5:30 pm	PITCHFEST POWER HOUR <i>Uris/Juilliard, Broadway, Carnegie/Alvin, Edison/Winter Garden, Plymouth</i>			
6:30 pm - 8:00 pm	THRILLERFEST OPENING RECEPTION Co-Hosted by ST. MARTIN'S PRESS/MINOTAUR BOOKS and WRITERS HOUSE Featuring St. Martin's Press/Minotaur Books and Writers House Authors, <i>Manhattan Ballroom</i>			