

CRAFTFEST WEDNESDAY, May 31, 2023

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

The Mysterious Bookshop, open 12:00 pm - 6:00 pm, Flatiron

ROOM	GRAMERCY	BOWERY	EMPIRE WEST	EMPIRE EAST
MORNING COFFEE: 8:00 am - 10:00 am, Hosted by ITW				
8:00 am - 8:30 am	WELCOME MEETING, <i>Empire East</i> Hosted by ITW <i>Jon Land, Hank Phillippi Ryan, & Tosca Lee</i>			
CAREERFEST & CRAFTFEST CLASSES				
8:30 am - 9:20 am	Andrea Johnson HOW TO CRAFT KILLER DIALOGUE	Tammy Euliano HOW TO AVOID FICTIONAL MEDICAL MALPRACTICE	Clare Mackintosh CRIME WRITING: LESSONS LEARNED FROM THE BEAT	Boyd Morrison WRITING TIMELESS HISTORICALS
9:30 am - 10:20 am	FBI	Taylor Moore HOW TO MAKE YOUR SETTING A CHARACTER	Allison Brennan NO PLOTTERS ALLOWED	Dan Conaway and Kelley Ragland CREATING THE BEST AGENT/EDITOR RELATIONSHIP
10:30 am - 11:20 am	J.D. Barker EVERY DIRTY SECRET I'VE LEARNED (AND YOU NEED TO KNOW TOO)	Neil Nyren & Jim L'Etoile CRITIQUING FIRST PAGES	Jon Land THE GOOD, THE BAD & THE UGLY	Meg Gardiner PLOT TWISTS
11:30 am - 12:50 pm	CRAFTFEST LUNCH Steve Feldberg, VP Audible Originals, hosted by Joseph Finder, <i>Metropolitan West</i>			
1:00 pm - 1:50 pm	Meryl Moss NEW WAYS TO SELL YOUR BOOK	Chris Grall FIREARMS FOR WRITERS	Hank Phillippi Ryan CONQUERING THE MUDDLE IN THE MIDDLE	James Comey INSIDER'S VIEW OF THE FBI
2:00 pm - 2:50 pm	Wanda Morris WRITING A GREAT OPENING	Dervla McTiernan HOW TO GET UNSTUCK AND FINISH YOUR BOOK	Oyinkan Braithwaite A CHARACTER TO REMEMBER	Authors Guild Mary Rasenberger; Cheryl Davis; R.L. Stine TV/FILM AGREEMENTS
3:00 pm - 3:50 pm	Sara DiVello & J.T. Ellison HOW TO BUILD AN AUTHOR PLATFORM	David Holtzman AI FICTION: WHEN MACHINES BECOME STORYTELLERS	Donald Maass and Karen Dionne DECONSTRUCTING THE BREAKOUT NOVEL	Jeffery Deaver WRITING FICTION: PART ONE
4:00 pm - 4:50 pm	Leslie Lutz WRITING COMPELLING SCENES FOR THE YOUNG ADULT MARKET	Mark Edwards THE AUTHOR/READER RELATIONSHIP	Tosca Lee WORLD BUILDING	Jeffery Deaver WRITING FICTION: PART TWO
5:00 pm - 5:30 pm	Authors from all CraftFest classes will sign in Lenox Ballroom.			
6:30 pm - 8:00 pm	CRAFTFEST COCKTAIL PARTY Hosted by ITW, <i>Central Park East and West</i>			

Subject to Change

CRAFTFEST THURSDAY, JUNE 1, 2023

Conference Registration, 7:30 am - 2:15 pm and 5:00 pm - 7:00 pm

The Mysterious Bookshop, open 9:00 am – 6:00 pm, *Flatiron*

ROOM	GRAMERCY	BOWERY	EMPIRE WEST	EMPIRE EAST
MORNING COFFEE: 8:00 am – 10:00 am, Hosted by ITW				
CAREERFEST & CRAFTFEST CLASSES				
8:00 am - 8:50 am	Brian Andrews & Jeff Wilson PUSHING THE LIMITS: CREATING AN INNOVATIVE CAREER	Jeff Cohen COMEDY: AN INGREDIENT, NOT A TOPPING	Steven James ORGANIC WRITING: THE FOUR QUESTIONS THAT WILL SOLVE ALL PLOT ISSUES	Heather Graham, hosted by Jeff Ayers SUSTAINING A BESTSELLING CAREER
9:00 am - 9:50 am	Brendan Reichs CHARACTER FLAWS TO DRIVE THE PLOT	Peter Hildick-Smith CREATING SELL-THROUGH: THE MOST IMPORTANT ELEMENT IN BOOKSELLING	Isabella Maldonado THE MIND OF A KILLER	Charlaine Harris, hosted by K.J. Howe AN ETERNITY OF “TRUE BLOODY” GOOD WRITING
10:00 am - 10:50 am	Joe Brosnan (Grove/Atlantic), Liza Fleissig (Liza Royce), Lori Galvin (Aevitas), and CeCe Lyra (P.S. Literary), hosted by Samantha Skal, PitchFest Director PITCH PERFECT: CRAFTING AN EFFECTIVE PITCH, <i>Empire East</i>			
11:00 am - 11:50 pm	Mark Tavani CLARITY IS KEY TO SUSPENSE	Jerri Williams WRITING AUTHENTIC FBI CHARACTERS	Barbara Hoffert <i>(Library Journal)</i> GETTING YOUR BOOK INTO LIBRARIES	R.L. Stine 20 SECRETS FOR WRITING FOR YOUNG PEOPLE
12:00 pm - 12:50 pm	Lisa Gardner, Gramercy CONFESSIONS FROM A RESEARCH GEEK: HOW TO LEARN IT ALL, BUT INCLUDE JUST ENOUGH		Warren Lewis, Bowery ADAPTING THRILLERS TO FILM AND TV	
12:50 am - 1:10 pm	Authors from all CraftFest classes will sign in Lenox Ballroom.			
AFTERNOON BEVERAGE SERVICE: 2:00 pm - 4:30 pm, Hosted by ITW				
2:00 pm - 4:30 pm	PITCHFEST (Separate Registration Required) <i>Empire Ballroom & Central Park East and West</i>			
4:30 pm - 5:30 pm	PITCHFEST POWER HOUR <i>Empire Ballroom & Central Park East and West</i>			
6:30 pm - 8:00 pm	THRILLERFEST OPENING RECEPTION Co-Hosted by ST. MARTIN'S PRESS/MINOTAUR BOOKS, and TOR/FORGE <i>New York Ballroom</i>			

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