

# CRAFTFEST WEDNESDAY, May 31, 2023

Conference Registration, open 7:00 am - 4:00 pm  
The Mysterious Bookshop, open 12:00 pm - 6:00 pm, Flatiron

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

*Subject to Change*

# CRAFTFEST THURSDAY, JUNE 1, 2023

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

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