

# CRAFTFEST WEDNESDAY, May 29, 2024

CraftFest 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
	<b>MORNING COFFEE - 8:00 am - 10:00 am Hosted by ITW</b>			
8:00 am - 8:30 am	<b>WELCOME MEETING, <i>Empire East</i></b> <b>Hosted by ITW</b> <i>Jon Land, Tosca Lee &amp; Hank Phillippi Ryan</i>			
	<b>CRAFTFEST CLASSES</b>			
8:30 am - 9:20 am	<b>Andrea Johnson</b> THE POWER OF SETTING	<b>Alex Finlay</b> 10 WAYS BESTSELLING AUTHORS MAKE THEIR MANUSCRIPTS SING	<b>David Morrell</b> AN AUTHOR'S PROCESS	<b>Robert Dugoni</b> CREATING PLOTS FOR PAGE TURNERS
9:30 am - 10:20 am	<b>Mark Degasperi</b> ADAPTING FOR FILM/TV	<b>Tammy Euliano</b> WRITING TOOLS FROM PAPER TO SCRIVENER	<b>Karen Dionne</b> BREAKING IN BY FINDING YOUR VOICE	<b>Kelley Ragland</b> <i>hosted by Julia Dahl</i> THE AUTHOR/EDITOR RELATIONSHIP
10:30 am - 11:20 am	<b>FBI Executive Roman Rozhavsky</b> COUNTERINTELLIGENCE IN THE MODERN WORLD	<b>Leslie Lutz</b> IMMERSIVE WRITING	<b>Jon Land</b> GHOSTWRITING & CO-WRITING	<b>S.A. Cosby</b> TALKING OUR WAY THROUGH THE STORY
11:30 am - 12:50 pm	<b>CRAFTFEST LUNCH: BUILDING A STRONG LONG-TERM EDITOR/AUTHOR RELATIONSHIP</b> <b>C.J. Box, Neil Nyren &amp; John Sandford <i>New York Ballroom</i></b>			
1:00 pm - 1:50 pm	<b>Ayo Onatade</b> REFLECTIONS OF A REVIEWER	<b>Wanda Morris</b> OPENINGS THAT PULL READERS IN	<b>Hank Phillippi Ryan</b> CONQUERING THE MUDDLE IN THE MIDDLE	<b>Donald Maass</b> THE INNER LIFE OF ACTION HEROES
2:00 pm - 2:50 pm	<b>R.L. Stine</b> MY TWENTY-FIVE WRITING TIPS & TRICKS	<b>Sara DiVello</b> SOCIAL MEDIA FOR AUTHORS	<b>Tessa Wegert</b> SECRETS TO CREATING A SERIES	<b>Ruth Ware</b> <i>hosted by Sam Octavius</i> BEHIND CLOSED DOORS
3:00 pm - 3:50 pm	<b>Mark Tavani</b> BLENDING GENRES IN THE CURRENT MARKET	<b>Hannah Gomez</b> INCLUSION WITHOUT APPROPRIATION	<b>Allison Brennan</b> THE SUPPORTING CAST: SECONDARY CHARACTERS	<b>John J. Nance</b> PROPELLING STORY WITH PARALLEL PLOTS
4:00 pm - 4:50 pm	<b>Clare Mackintosh</b> CREATING BELIEVABLE CHARACTERS	<b>Neil Nyren &amp; Jim L'Etoile</b> FIRST-PAGE CRITIQUES	<b>Jon Lindstrom</b> HOW ACTING MADE ME A (BETTER) WRITER	<b>Isabella Maldonado &amp; Jeffery Deaver</b> COLLABORATION
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 <i>Central Park Ballroom</i></b>			

*Subject to Change. Updated 4/21/24.*

# CRAFTFEST THURSDAY, May 30, 2024

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

REGISTRATION for THRILLERFEST 12:00 pm – 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>CRAFTFEST CLASSES</b>			
8:00 am - 8:50 am	<b>Tosca Lee</b> ALL ABOUT DIALOGUE	<b>John Copenhaver</b> WRITING LGBTQ+ CHARACTERS	<b>Steven James</b> CREATING MEMORABLE PLOT TWISTS	<b>Tess Gerritsen</b> hosted by Jeff Ayers RIZZOLI & ISLES UNVEILED
9:00 am - 9:50 am	<b>Carter Wilson</b> THE WRITER'S PSYCHOLOGY	<b>Jean Kwok</b> CHARACTER & PLOT: CHICKEN OR EGG?	<b>Alma Katsu</b> CREATING & SUSTAINING CONFLICT IN FICTION	<b>Gregg Hurwitz</b> hosted by Dan Conaway SECRETS OF SCREENWRITING
10:00 am - 10:50 am	<b>Susan Lee with Agents Alec Shane, Victoria Skurnik, Mark Tavani &amp; Nikki Terpilowski</b> PITCH PERFECT: CRAFTING AN EFFECTIVE PITCH <i>Empire East</i>			
11:00 am - 11:50 pm	<b>Boyd Morrison</b> THE KEYS TO FAST- PACED STORYTELLING	<b>Yasmin Angoe</b> IT PAYS TO BE THE VILLAIN	<b>Jack MacTavish</b> COMBAT TRAUMA MANAGEMENT	<b>Louise Penny</b> hosted by K.J. Howe INSIDE THE WORLD OF ARMAND GAMACHE
12:00 pm - 12:50 pm	<b>Sarah Pekkanen</b> BOOK TO FILM: TRANSLATING YOUR NOVELS INTO SCREENPLAYS	<b>Jerri Williams &amp; Matty Dalrymple</b> USING PODCASTS AS CONTENT MARKETING FOR AN AUTHOR	N/A	N/A
12:50 pm - 1:10 pm	Authors from all CraftFest classes will sign in Lenox Ballroom.			
	<b>PITCHFEST BEVERAGE SERVICE - 2:00 pm – 5:00 pm Hosted by ITW</b>			
2:00 pm - 5:00 pm	<b>PITCHFEST</b> (Separate Registration Required) <i>Empire East, Empire West, Central Park East, Central Park West, Lenox Ballroom</i>			
6:30 pm - 8:00 pm	<b>THRILLERFEST OPENING RECEPTION</b> Co-hosted by ST. MARTIN'S PRESS/MINOTAUR BOOKS & TOR/FORGE <i>New York Ballroom</i>			

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