

# THRILLERFEST XX - 2025

## CRAFTFEST 2025

Wednesday, June 18, 2025

*CraftFest Registration, 7:00 am - 4:00pm, 2nd Floor Promenade | The Mysterious Bookshop, 12:00 pm - 6:00 pm, Nassau East + West, 2nd Floor*

**MORNING COFFEE: 8:00 am - 10:00 am | Hosted by ITW | Murray Hill East + West, 2nd Floor**

7:30 am - 7:50 am

**WELCOME MEETING | Hosted by ITW, with Jon Land, Tosca Lee, & Hank Phillippi Ryan | Sutton North & Sutton Center, 2nd Floor**

### CRAFTFEST CLASSES

	Beekman (2nd Floor)	Sutton South (2nd Floor)	Regent (2nd Floor)	Sutton North & Center (2nd Floor)
8:00 am - 8:50 am	<b>Matty Dalrymple</b>  INDIE PUBLISHING IN A NUTSHELL	<b>Samantha Skal</b>  TWISTS OR VILLAINS: WHICH COMES FIRST?	<b>Isabella Maldonado</b>  ACTION SCENES: COMPEL READERS TO TURN THE PAGES	<b>Adam Sikes</b>  PLOT ELEMENTS AND WRITING TECHNIQUES FOR SPY FICTION
9:00 am - 9:50 am	<b>Mark Tavani</b>  HOW THE REAL WORLD AFFECTS THE FICTION MARKET	<b>Chris Pavone</b>  THE MOST IMPORTANT PAGE YOU'LL WRITE	<b>Karen Dionne</b>  CREATING COMPELLING OPENINGS	<b>Scott Frank, Interviewed by Gregg Hurwitz</b>  A SCREENWRITER'S JOURNEY
10:00 am - 10:50 am	<b>Neil Nyren &amp; James L'Etoile</b>  FIRST PAGE CRITIQUES	<b>Hank Phillippi Ryan</b>  CONQUERING THE MUDDLE IN THE MIDDLE	<b>Tosca Lee</b>  WORDS THAT THRILL: CRAFTING KILLER DIALOGUE	<b>Oyinkan Braithwaite</b>  WRITING A NOVEL, ONE CHAPTER AT A TIME
11:00 am - 11:50 am	<b>David Ellis &amp; Alex Finlay</b>  SO YOU'VE WRITTEN A NOVEL: 10 THINGS BESTSELLING AUTHORS DO TO MAKE THEIR MANUSCRIPTS SING	<b>Dwayne Goetzel</b>  INTELLECTUAL PROPERTY: WHAT EVERY AUTHOR SHOULD KNOW	<b>Anne Burt</b>  THE ART OF THE SLOW BURN: CRAFTING PSYCHOLOGICAL SUSPENSE THAT RIVALS ACTION	<b>Jennifer Hillier, Interviewed by K.J. Howe</b>  LEARN CRAFT SECRETS FROM A TWO-TIME THRILLER AWARD WINNER

12:00 pm - 12:50 pm

**CRAFTFEST LUNCH: FINDING THE PERFECT NARRATOR FOR YOUR NOVEL, with Gregg Hurwitz & Scott Brick | Rhinelander Gallery South, 2nd Floor**

1:00 pm - 1:50 pm	<b>FBI Agent</b>  AN INSIDER'S VIEW OF THE FBI	<b>Jaime Levine</b>  TROPE VS. CLICHÉ	<b>Darby Kane</b>  ANTI-HEROES: WRITING IMPERFECT CHARACTERS	<b>C.J. Box, Neil Nyren, &amp; John Sandford</b>  ASK ME ANYTHING
2:00 pm - 2:50 pm	<b>Sara DiVello</b>  SOCIAL MEDIA FOR SHY AUTHORS	<b>Eile Cosimano</b>  CRAFTING A RIDE-OR-DIE MAIN CHARACTER	<b>Allison Brennan</b>  HOW TO BREAK RULES TO BREAK IN OR BREAK OUT	<b>R.L. Stine, Interviewed by Heather Graham</b>  CREATING GOOSEBUMPS IN YOUR READER
3:00 pm - 3:50 pm	<b>Jason Allison &amp; Carla Hoch</b>  CRAFTING CHAOS, COMBAT, & CRIME	<b>Lori Galvin &amp; Chris Bucci: Aevitas Creative</b>  BEYOND THE BASICS - WHAT YOU NEED TO KNOW IN TODAY'S MARKET ABOUT FINDING AN AGENT	<b>Donald Maass</b>  EVERY PAGE COUNTS	<b>McKenna Jordan, Interviewed by Lisa Unger</b>  INSIDE A BOOKSELLER'S MIND
4:00 pm - 4:50 pm	<b>Robert Hansen</b>  COMPUTER HACKING IN FICTION	<b>Helen Heller: The Helen Heller Agency</b>  AN AGENT'S DEEP DIVE INTO QUERYING	<b>Tessa Wegert</b>  USING ONE-OF-A-KIND SETTINGS TO SET YOUR BOOK OR SERIES APART	<b>Dan Conaway, Interviewed by Stacy Willingham</b>  LONGEVITY IN THE AGENT/AUTHOR RELATIONSHIP

5:00 pm - 5:30 pm

**Authors from all Wednesday CraftFest classes will sign | Murray Hill East + West, 2nd Floor, next to the bookstore**

5:30 pm - 7:00 pm

**CRAFTFEST COCKTAIL PARTY | Hosted by ITW | Mercury Suite, 3rd Floor**

# THRILLERFEST XX - 2025

## CRAFTFEST 2025

Thursday, June 19, 2025

CraftFest Registration, 7:30 am - 2:15pm, 2nd Floor Promenade | ThrillerFest Registration 12:00 pm - 2:15 pm, 2nd Floor Promenade | The Mysterious Bookshop, 9:00 am - 6:30 pm, Nassau East + West, 2nd Floor

MORNING COFFEE, Murray Hill East + West, 2nd Floor: 8:00 am - 10:00 am | Hosted by ITW

### CRAFTFEST CLASSES

	Beekman (2nd Floor)	Sutton South (2nd Floor)	Regent (2nd Floor)	Sutton North & Center (2nd Floor)
8:00 am - 8:50 am	Nicole Baart  MAKE YOUR PROSE SPARKLE	Steena Holmes  THINGS NO ONE EVER TELLS YOU ABOUT BEING AN AUTHOR	Kate White  GET IT DONE; HOW TO CONQUER PROCRASTINATION, CRUSH WRITER'S BLOCK, AND CREATE KILLER PLOT TWISTS EVEN IF THE WELL FEELS DRY	David Morrell  AN AUTHOR'S PROCESS
9:00 am - 9:50 am	John Copenhaver  VOICE MATTERS: IT'S TRICKY TO PIN DOWN, BUT TOO IMPORTANT TO IGNORE	Lee Matthew Goldberg & Susan Walter in Conversation with Peter Malone Elliott  THE AUTHOR'S JOURNEY TO THE SILVER SCREEN (AND TV!)	Steven James  HOW TO WRITE YOURSELF OUT OF A CORNER	Walter Mosley, Interviewed by Samuel Octavius  MASTERING CRAFT WITH WALTER MOSLEY
10:00 am - 10:50 am	Matthew Quinn Martin  SHOW OR TELL: NOVEL WRITING VS. SCREENWRITING	Melinda Leigh  WRITING KILLER SUSPENSE	Elena Hartwell Taylor  SUPER-OBJECTIVES, OBSTACLES, & STAKES	Robert Dugoni  CREATING PLOTS FOR PAGE TURNERS
11:00 am - 11:20 am	Authors from all Thursday CraftFest classes will sign   Murray Hill East + West, 2nd Floor, next to the bookstore			
11:30 am - 12:20 pm	Deputy Director ThrillerFest / PitchFest Susan Lee with Agents Caitlin Blasdel, Liza Fleissig, Sandy Lu, & Alec Shane PITCH PERFECT: CRAFTING AN EFFECTIVE PITCH   Sutton North + Sutton Center, 2nd Floor			
	PITCHFEST BEVERAGE SERVICE - 2:00 pm - 5:00 pm Hosted by ITW for PitchFest Attendees			
2:00 pm - 5:00 pm	PITCHFEST 2025 (Separate Registration Required)   Gramercy East + West, Murray Hill East + West, Regent, Sutton South - 2nd Floor			
6:30 pm - 8:00 pm	THRILLERFEST OPENING RECEPTION Co-Hosted by St. Martin's Press, Minotaur Books, Forge, Tor Publishing Group   Trianon Complex, 3rd Floor			

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Subject to change – Updated March 19, 2025