

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: 7:30 am - 9:30 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	Matty Dalrymple INDIE PUBLISHING IN A NUTSHELL	Samantha Skal TWISTS OR VILLAINS: WHICH COMES FIRST?	Isabella Maldonado ACTION SCENES: COMPEL READERS TO TURN THE PAGES	Adam Sikes PLOT ELEMENTS AND WRITING TECHNIQUES FOR SPY FICTION
9:00 am - 9:50 am	Mark Tavani HOW THE REAL WORLD AFFECTS THE FICTION MARKET	Chris Pavone THE MOST IMPORTANT PAGE YOU'LL WRITE	Karen Dionne CREATING COMPELLING OPENINGS	Cheryl L. Davis The Author's Guild CONTRACTS 101
10:00 am - 10:50 am	Neil Nyren & James L'Etoile FIRST PAGE CRITIQUES	Hank Phillippi Ryan CONQUERING THE MUDDLE IN THE MIDDLE	Tosca Lee WORDS THAT THRILL: CRAFTING KILLER DIALOGUE	Oyinkan Braithwaite WRITING A NOVEL, ONE CHAPTER AT A TIME
11:00 am - 11:50 am	David Ellis & Alex Finlay SO YOU'VE WRITTEN A NOVEL: 10 THINGS BESTSELLING AUTHORS DO TO MAKE THEIR MANUSCRIPTS SING	Dwayne Goetzel INTELLECTUAL PROPERTY: WHAT EVERY AUTHOR SHOULD KNOW	Anne Burt THE ART OF THE SLOW BURN: CRAFTING PSYCHOLOGICAL SUSPENSE THAT RIVALS ACTION	Jennifer Hillier, Interviewed by K.J. Howe 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 Gramercy West & East, 2nd Floor			
1:00 pm - 1:50 pm	FBI Agent AN INSIDER'S VIEW OF THE FBI	Jaime Levine TROPE VS. CLICHÉ	Darby Kane ANTI-HEROES: WRITING IMPERFECT CHARACTERS	C.J. Box, Neil Nyren, & John Sandford ASK ME ANYTHING
2:00 pm - 2:50 pm	Sara DiVello SOCIAL MEDIA FOR SHY AUTHORS	Elle Cosimano CRAFTING A RIDE-OR-DIE MAIN CHARACTER	Allison Brennan HOW TO BREAK RULES TO BREAK IN OR BREAK OUT	R.L. Stine, Interviewed by Heather Graham CREATING GOOSEBUMPS IN YOUR READER
3:00 pm - 3:50 pm	Jason Allison & Carla Hoch CRAFTING CHAOS, COMBAT, & CRIME	Lori Galvin & Chris Bucci: Aevitas Creative BEYOND THE BASICS - WHAT YOU NEED TO KNOW IN TODAY'S MARKET ABOUT FINDING AN AGENT	Donald Maass EVERY PAGE COUNTS	McKenna Jordan, Interviewed by Lisa Unger INSIDE A BOOKSELLER'S MIND
4:00 pm - 4:50 pm	Robert Hansen COMPUTER HACKING IN FICTION	Helen Heller: The Helen Heller Agency AN AGENT'S DEEP DIVE INTO QUERYING	Tessa Wegert USING ONE-OF-A-KIND SETTINGS TO SET YOUR BOOK OR SERIES APART	Dan Conaway, Interviewed by Stacy Willingham LONGEVITY IN THE AGENT/AUTHOR RELATIONSHIP
5:00 pm - 5:30 pm	Authors from all Wednesday CraftFest classes will sign Murray Hill West & East, 2nd Floor, next to the bookstore			
5:30 pm - 7:00 pm	CRAFTFEST WEDNESDAY COCKTAIL PARTY Hosted by ITW Mercury Ballroom, 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: 7:30 am - 9:30 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 HOW TO CONQUER PROCRASTINATION, CRUSH WRITER'S BLOCK, AND POWER THROUGH CREATIVE SLUMPS	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 West & East, 2nd Floor, next to the bookstore			
11:30 am - 12:20 pm	Deputy Director ThrillerFest / PitchFest Susan Lee with Agents Caitlin Blasdell, 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, Tor Publishing Group, Forge Trianon Ballroom, 3rd Floor			

THRILLERFEST-XX-2025
Subject to change – Updated June 2, 2025