

#SWF19 **STOCKHOLM WRITERS** **FESTIVAL 2019**

Schedule and faculty



Find Your Path to Published
www.stockholmwritersfestival.com



Day 1: Friday, May 3

Part I: Jane Friedman Intensive – 500 SEK

(Please note: To buy intensives, you must first purchase a Main Festival pass.)

12:00 p.m. Registration for Jane Friedman Intensive opens in lobby of Findlandshuset

1:00 p.m. to 4 p.m. Jane Friedman Intensive – Sibelius Room
<p>How To Get Your Book Published</p> <p>Get all the basics on how to get your book published, including how to research markets, write query letters and contact agents. This three-hour session discusses the changing landscape of the publishing industry and how/when to pursue the increasingly viable self-publishing and e-publishing options. Learn what it takes to capture the attention of a New York publisher, what expectations you should have when it comes to the marketing and promotion of your work, and how to determine which publishing option is the best for you to achieve your goals.</p>

Part II: Main Festival Pass – 2,600 SEK

3:30 p.m. – 4:00 p.m. Main Festival registration

(For those not taking Jane’s intensive)

**4:00 p.m. – 4:26 p.m. Welcome and “That Killer First Page”
Sibelius Room**

Award-winning author of *The Good Son*, Paul McVeigh talks about the importance of the first pages in a manuscript. Using the First Pages Prize short list, he explores what makes the beginning of a story “un-put-downable.”

10-minute break

4:36 p.m. – 4:56 p.m. First Pages Prize – Sibelius Room

Learn the winners of our literary competition, the First Pages Prize. Offered by SWF19 and the de Groot Foundation, the prize is designed to recognize the talent of emerging writers.

5:00 p.m. – 6:00 p.m. Find Your Tribe – Breakout Rooms

The “find your tribe” activity is about strengthening your community with fellow authors in your genre. (Although we certainly encourage bonds among all authors!) Make friends. Gain inspiration. Gather your peeps!

**8:00 p.m. – 10:00 p.m. Mingle
Hotel Hellsten, Luntmakaregatan 68**

Day 2: Saturday, May 4

8:30 a.m. – 9:00 a.m. Registration/mingle
Lobby of Findlandshuset

9:00 a.m. – 10:00 a.m. Author Panel

Daring to write outside your experience – Sibelius Room

At one point we all need to stretch outside the boundaries of our native experience to spread our literary wings. In *Falling*, Julie Cohen writes from the POV of an 80-year-old woman. Paul McVeigh writes through the POV of a 10-year-old in his book, *The Good Son*. Eira Ekre's latest, *The Shadow Game Code*, features a friendship with a minotaur. Gain insights into how to look beyond the limits of your own experience from our author panel. Includes audience Q&A.

10-minute break

10:10 a.m. – 11:10 a.m. Query Zone Panel – Sibelius Room

Your query letter is arguably the single-most important tool for getting published. Yet so many fall short of their potential. In this session, our intrepid agents from the US and the UK share their best and worst pitches. And give advice for escaping the slush pile. Includes audience Q&A.

10-minute break

11:20 a.m. – 11:45 a.m. Jess Lourey, “Rewrite Your Life” Talk
Sibelius Room

After experiencing profound tragedy, Jess Lourey found herself locked in a depressive loop. She pulled herself out of it through the power of fiction. In this talk, she guides the audience in techniques for using life experiences—even the most painful ones—as a source for powerful writing.

11:45 a.m. – 1:00 p.m. Lunch and Agent Critique sessions (see page 8 for more information)
Breakout Rooms

1:00 p.m. to 2:00 p.m. Breakout Session One – Breakout Rooms		
Module A Jess Lourey	Module B Jane Friedman	Module C Julie Cohen
Re-write your life: Discover new inspiration that will super charge your writing in this module. Get insights into the profound healing power of fictionalizing your life experiences. Learn practical techniques for capturing experiences and turning them into prose.	Build a website in an hour: There's no way around it: Authors need websites. This session focuses on the simplest, most robust, and free tools to get your site up and running in a day or less—often in one evening.	Learning story structure from Pixar films: Yes, they're kids' films, but they can teach writers a lot about storytelling. Julie breaks down techniques in the films using examples and clips. (By the way, this workshop has been found to reduce novelists to tears (in a good way.)

10-minute break

2:10 p.m. – 3:10 p.m. Breakout Session Two – Breakout Rooms		
Module A Jess Lourey	Module B Cassie Gonzales	Module C Paul McVeigh
Getting to the end of your novel: This session asks what the ends of novels should achieve and offers a hands-on, interactive problem-solving dialogue on what stops writers from finishing their novels, how can you encourage yourself, and what techniques will help break your deadlock?	Make your dialogue do the heavy lifting: What characters say should be more than expository. You will learn how to get more from your dialogue in terms of character development, theme and story arc.	Creating your platform: Find out how to build a social media platform from the ground up. Then see how to use that platform to help get published, reviewed, find access to high profile authors, and get paid work.

10-minute break

3:20 p.m. – 4:20 p.m. Literary Idol - Sibelius Room

A fun (yet respectful) game-show style event where the first page of an anonymous manuscript is read to an SWF judging panel. Judges indicate when they would stop reading. A brief summary is conducted reviewing the strengths and turn offs of each piece.

4:20 p.m. – 5:20 p.m. Fika, author book signing and continuation of agent critique sessions (see page 8 for more information)

Breakout Rooms and Sibelius Room Foyer

Day 2: Saturday, May 4 (cont)

5:20 p.m. – 6:00 p.m. Special Keynote Address:

Thinking beyond the book by Jane Friedman – Sibelius Room

According to publishing futurists, we are now experiencing the late age of print. Publishers are beginning to see the print book as the last stage of author development, rather than the first step. A new model is emerging for content distribution, with publishers and authors experimenting with mobile apps, podcasts and multi-media approaches. Jane discusses the changes underway and how writers can adapt no matter what the future holds. Includes audience Q&A.

8 p.m. Mingle and Literary Event at Hotel Hellsten

Join us at Luntmakaregatan 68 in the Glass Room where we'll serve wine and hors d'oeuvres and give you a chance to mingle with your tribe and others.

Day 3: Sunday, May 5

Part II: Main Festival Pass (con't)

9:00 a.m. – 10:00 a.m. Buttonhole the Expert

Sibelius Room

Buttonhole the expert is a "speed-dating" activity where participants move between tables asking questions of experts. Table topics range from how to create a great non-fiction proposal to tips for getting through writer's block. There are multiple rounds, so mix it up and take the opportunity to talk to agents, authors and editors in a small-group format. This session is guaranteed to start your day with a creative burst!

10-minute break

10:10 a.m. – 11:10 a.m. Author Panel: Don't give up!

Sibelius Room

Jess Lourey sent out 400 queries before landing her first contract. Cassie Gonzales endured an unending submission/rejection cycle of literary journals and other writerly opportunities like grants, fellowships and residencies. Learn author strategies for embracing rejection, staying on course, and never giving up. Includes audience Q&A

10-minute break

**11:20 a.m. – 11:50 a.m. Networking, Author book signing
Sibelius Room Foyer 11:50 a.m. to 1:00 p.m.**

Lunch is on your own – our expanded program will provide local suggestions.

1:00 p.m. – 1:45 p.m. Breakout Session Three – Breakout Rooms		
Module A Paul Rapacioli	Module B Eira Ekre	Module C Jess Lourey Jennifer Dahlberg
<p>Finding the angles: Writing fact that reads like fiction:</p> <p>Remember you are telling a story. A good story compels. But what voice are you telling it in? And what bits do you relate? Too many facts clog the tale and make the teller a bore. Find out how to achieve the right angles in non-fiction.</p>	<p>Gaining an ear for audio:</p> <p>The audio market – from podcasts to audio books – is exploding. And demanding original content to fill digital libraries. Find out more about the industry and how to get your foot into it. And discover how to craft material for this marketplace.</p>	<p>From traditional to indie:</p> <p>Lessons learned from two authors who did a “reverse evolution,” moving their work from traditional publishing to indie. Gain insights into both worlds in this interactive session.</p>

10-minute break and end of Part II

Day 3: Sunday, May 5 (cont)

Part III: Sunday Intensive Workshops, 500 SEK Breakout Rooms

2:00 p.m. to 5:00 p.m.

#SWF19 aims to help writers find their path to published. We're offering four intensive sessions, with limited seats in each, to help you refine your craft.

Manuscript makeover: Cassie Gonzales

This is an in-depth workshop for fiction writers where the participants' first manuscript pages are critiqued. Limit 10 writers.

That killer first page: Paul McVeigh

Your first words can make the difference between success or failure. You'll write a short piece and get feedback on that crucial story opening. In a form where every word counts, get tips on staying focused on your story and where to start the action. You'll also look at submission opportunities, including how to find them and where you should be sending your stories.

Plotting with Post-Its: Julie Cohen

Find out how to drive clarity through your plot with this device aimed at helping you finish your manuscript. This technique allows you to see your entire book at a glance and make sure you haven't neglected any plot threads. In the end, you'll have a visual map for re-arranging your manuscript and getting it pitch ready.

Indie publishing: Set yourself free: Jess Lourey

Whether you have a backlog of material or you're in the middle of penning a manuscript, indie publishing (or publishing outside traditional channels) can set you free. In this intensive, learn everything from layout to marketing to make sure your book succeeds. If you have one, bring a laptop and a short description of the book (back cover copy length) you'd like to focus on.

Part IV: Live Agent Critique, 500 SEK Saturday, May 3, 11:45 – 1 p.m and 4:20 – 5:20 Breakout rooms

Participants who have purchased the Main Festival pass can pay an additional fee for a 10-minute live critique session. Please read our agent profiles to determine which one is best for you. We'll provide tips in our program (published one month before SWF19) about the best ways to handle the pitch. Or attend Jane Friedman's intensive workshop and learn more.

Meet our SWF19 Faculty

Authors

Julie Cohen

Julie grew up in Maine and studied English at Brown University and Cambridge University. She then moved to the UK permanently where she taught English before becoming a writer. Her books have won or been shortlisted for the Romantic Novelists' Association's Award, the National Readers' Choice Award, and the HOLT Medallion. She now writes full-time and teaches creative writing. She lives with her husband and son in Berkshire, England, where she is teased daily about her American accent.

Jennifer Anglade Dahlberg

Jennifer grew up in suburban New York and graduated from Columbia University. Her first novel, *Uptown & Down* (Penguin/NAL), was published in 2005. Her latest book, *Lagging Indicators*, was published independently. She lives in Stockholm, Sweden, with her husband and two teenage children.

Eira A. Ekre

Eira is the co-author of "Stockholms Undergång" (2014) and *Zonen Vi Ärvde* (2017), and is a pioneer in teaching narrative game design for Nordic game studios and universities. Co-founder of the author's collective "Fruktan," Eira has produced the collective's horror podcast, and has also done copywriting, PR and translation work for their creative projects.

Jane Friedman

Jane has 20 years of experience in the publishing industry, with expertise in digital media strategy for authors and publishers. She's the co-founder and editor of *The Hot Sheet*, the essential publishing industry newsletter for authors, and the former publisher of *Writer's Digest*. In addition to being a professor with The Great Courses and the University of Virginia, she maintains an award-winning blog for writers at JaneFriedman.com. Jane has delivered keynotes on the future of authorship at the San Francisco Writers Conference, The Muse & The Marketplace, and HippoCamp, among many other conferences. She speaks regularly at industry events such as BookExpo America and Digital Book World and has served on panels with the National Endowment for the Arts and the Creative Work Fund.

Cassie Gonzalez

Cassie is a creative writing fellow at Emory University in Atlanta, Georgia. Cassie holds a master's degree in creative writing from the University of Oxford. Her work has been featured in several literary journals including the Kenyon Review. Her play REX has been published and staged throughout the United States.

Jess Lourey (rhymes with "dowry")

Jess is an Agatha, Anthony, and Lefty nominated author best known for her critically-acclaimed Mira James mysteries, which have earned multiple starred reviews from Library Journal and Booklist, the latter calling her writing "a splendid mix of humor and suspense." Jess also writes sword and sorcery fantasy, edge-of-your-seat YA adventure, magical realism, and feminist thrillers. She is a tenured professor of creative writing and sociology, a recipient of The Loft's Excellence in Teaching fellowship, a regular Psychology Today blogger, and a TEDx presenter. When not teaching, reading, or dorking out with her family, you can find her dreaming of her next story.

Paul McVeigh

Paul's debut novel *The Good Son* is currently Brighton's City Reads and was shortlisted for The Guardian's 'Not the Booker Prize'. His short fiction has been published in journals and anthologies and been commissioned by BBC Radio 4. He has represented short stories in the UK for The British Council in Mexico and Turkey. Paul's short story blog shares writing opportunities and advice has had over 1 million hits. Paul is co-founder of the London Short Story Festival and Associate Director at Word Factory, the UK's leading short story literary salon. He is a reader and judge for national and international short story competitions.

Paul Rapacioli

Paul is the founder of Swedish news company The Local, which provides Europe's news in English to five million readers each month. His book, *Good Sweden, Bad Sweden*, draws on more than a decade of news coverage to explain how the story of this unique country is being told in a post-truth world.

Agents

Our SWF19 agents represent a wide range of genres and geography. Each will conduct live 10-minute critique sessions. These sessions are limited in number, and participation will be taken on a “first come, first served” basis—keep in mind that these sold out quickly last year. We suggest you buy this option early! Once we’ve set the schedule, we’ll come back to you with your timeslot. So, if you’ve purchased a Main Festival pass, and you’d like a live critique, please read the descriptions below to find the best fit for your work:

Caroline Hardman

Caroline co-founded Hardman & Swainson. Before that, she was an agent at the Christopher Little Literary Agency and The Marsh Agency, where she specialized in translation rights. Caroline has an excellent understanding of global trade publishing and has had the privilege of selling rights on behalf of many renowned writers. What she’s looking for? Caroline is primarily interested in fiction at the intersection of literary and commercial, where great writing meets broad appeal. She looks for novels that combine beautiful writing, plot and pace, distinctive characters, emotional depth and a strong hook – all the things that keep you turning the page. She accepts submissions of accessible literary fiction, upmarket commercial fiction, historical fiction, crime, suspense and thrillers.

Ayesha Pande

Ayesha has worked in the publishing industry for over twenty years. Before launching her boutique agency, she was a senior editor at Farrar Straus & Giroux. She has also held editorial positions at HarperCollins and Crown Publishers. Ayesha is a member of AAR (Association of Author’s Representatives), PEN, the Asian American Writer’s Workshop, Women’s Media Group and sits on the advisory board of the German Book Office. Her interests are wide-ranging and include literary as well as popular fiction, young adult, women’s, African-American and international fiction. She is also seeking authors of nonfiction, including biography, history, economics, popular culture, cultural commentary, memoir, and graphic novels. She is particularly drawn to distinctive, original and underrepresented voices.

Hayley Steed

Hayley is an Associate Agent at Madeleine Milburn Agency in London. She works closely with Madeleine’s clients and actively seeks new talent for the agency. She also coordinates the digital rights and Film & TV rights, focusing on book to screen adaptation and scripts written by existing clients. She is actively looking for: commercial fiction across all genres including smart women’s fiction; contemporary women’s fiction; uplifting love stories; high-concept novels; grounded sci-fi; speculative fiction; feminist reads; magical realism; tense crime and thrillers; cross-genre books; 14+ YA; non-fiction focused on sport.

