

**#SWF23**  
**STOCKHOLM WRITERS  
FESTIVAL**  
**2023 Program**



**Find your path to published**

[www.stockholmwritersfestival.com](http://www.stockholmwritersfestival.com)

**18-20 August 2023**

**Finlandshuset, Stockholm, Sweden**

# Stockholm Writers Festival 2023

## August 18-20

Looking for craft breakouts? Check. A business intensive? Check. A gameshow-style contest? Of course. All warmly wrapped up in the feature we love the most at SWF - community! Welcome to the Stockholm Writers Festival 2023! We can't wait to see you.

### Day 1: Friday, August 18

#### Intensive Workshop

**12:30 to 1 p.m. Registration for the workshop**

#### **1:00 to 3:30 p.m. Plotting Your Personal Path to Publishing and Marketing**

As the industry changes, ways of publishing are rapidly expanding. But which one is right for you? Find out in this intensive course that takes you through the different paths to getting published—and published well—from traditional to self-published and everything in between. Your guide is editor April Eberhardt, who is a consultant to new publishing startups. She also serves on the Advisory Council for The American Library in Paris, and is a reader for the *Best American Short Stories* series published annually by Houghton Mifflin Harcourt.

**3:30 to 4:00 p.m. Registration for the main festival**

**4:00 to 6:00 p.m. Kick off SWF23 with a gathering that's brimming with community fun, as well as a few surprises.**

### Day 2: Saturday, August 19

**8:00 to 9:00 a.m. Registration, \*fika, mingle**

#### **9:10 to 10:10 a.m. My "Big Break" Moment**

Our faculty authors share their personal stories and hard-won knowledge about how they broke into publishing. Includes audience Q&A.

\*The Swedish word for, "taking a coffee break" with baked goods on the side.

## Day 2: Saturday, August 19 (cont)

### 10:30 to 11:45 a.m. Breakout Session 1

<b>Session 1A</b> <b>Voice and how to find it</b>
<p>The author’s voice. Writers talk about it as if it’s some mystical Holy Grail. In this session we’ll de-mystify it. Unpacking how it can be accessed by tapping into the emotional world of the protagonist.</p> <p style="text-align: right;">Session leader: Jeff Bens</p>
<b>Session 1B</b> <b>Memoir or fiction - choosing the best way to tell your own story</b>
<p>It can be a struggle to choose between memoir or fiction. “Characters” in your story may still be, um, alive and not pleased to read your truth. In this class, learn the pros and cons of fictionalizing or factualizing your words.</p> <p style="text-align: right;">Session leader: April Eberhardt</p>
<b>Session 1C</b> <b>Write what you don’t know - challenging the rules</b>
<p>We’re often told there are rules to writing well. “Less is more.” “Write what you know.” “Don’t use adverbs.” But why limit the tools in your toolbox? A lively discussion about the rules of writing – and how, when and why to break them.</p> <p style="text-align: right;">Session leader: Johnny Shaw</p>

### 11:45 to 1:00 p.m. Lunch

We encourage you to explore local restaurants, but if you’d rather stay put, sandwiches are available onsite. **Note: They need to be pre-ordered by July 31.**

### 1:00 to 1:30 p.m. Author book signing

Get your faculty book signed by the author or use the time to mingle with fellow writers.

### 1:30 to 2:45 p.m. The next draft: Creating a plan for rewriting

Finishing a first draft is an achievement to be celebrated, but it’s not the end of the process. For so many writers, the next steps can be paralyzing. Get unstuck in this session through a clear step-by-step approach to the second draft and the many drafts that follow. **Course guide: Johnny Shaw**

## Day 2: Saturday, August 19 (cont)

### 2:45 to 3:10 p.m. Break

Grab a fika. Make a(nother) friend. Buy a book. Be happy.

### 3:10 to 4:25 p.m. Tension, not Plot!

We all love a juicy plot. For some writers, thinking up a series of events called plot comes easily. For many, plot is a struggle. In this session, we'll look at plot as an escalating pressure put directly on our protagonists' wounds. We'll explore how plot arises from the emotional world of the protagonist, not simply from the writer's mind. **Course guide: Jeff Bens**

### 4:25 to 4:30 p.m. Break

### 4:30 to 5:30 p.m. In conversation with Hans-Åke Lilja

The world's leading Stephen King expert (besides Stephen King himself), Hans-Åke shares his journey from superfan, to social media manager of Sweden's answer to Stephen King, John Ajvide Lindqvist (author of, *Let the Right One In*.) And talks about his own book set for release in late 2023. Moderated by Paul Rapacioli

### 5:30 p.m. Mingle

## Day 3: Sunday, August 20

### 8:30 to 8:55 a.m. Mingle and fika

### 9:00 to 10:20 a.m. Buttonhole the Expert

Buttonhole the Expert is one of the highlights of our conference. In Sibelius, our main plenary room, we station faculty members at different tables. Participants find a seat at one and chat informally with an expert. When the (world famous) SWF cowbell rings, everyone rises and heads to another expert's table and we begin again for a total of three rounds. Kinda like speed dating, but not at all romantic, and for writers.

# Day 3: Sunday, August 20 (cont)

## 10:30 to 11:45 a.m. Breakout Session 2

### Session 2A Using Kickstarter to fund your book

In March of 2022, fantasy author **Brandon Sanderson** raised 15 million dollars in 30 minutes for a new series of novels. His outrageous success put a spotlight on Kickstarter as an income source for writers. Find out if the platform is right for your project and how to make it work.

Session leader: Lisa Ferland

### Session 2B Assembling a dream team for Indie marketing

Indie authors need to marshal support for their books from an array of platforms and professionals. Which sounds daunting. And it is. To make it less so, April Eberhardt walks you through the ecosystem of suppliers to support your book and gives you insight into “must haves” versus “nice-to-haves” without breaking the bank.

Session leader: April Eberhardt

### Session 2C Fan site, official site: Learnings from Lilja’s Library

Fan sites, as the name suggests, are run by devotees to a particular subject. Hans-Åke Lilja founded the largest Stephen King fan site in the world, Lilja’s Library. He’s also behind the author site for John Ajvide Lindqvist (Sweden’s answer to Stephen King.) Hans-Åke teaches you what he’s learned from both experiences that can be leveraged in your own author website.

Session leader: Hans-Åke Lilja

## Day 3: Sunday, August 20 (cont)

### 11:45 to 1:00 p.m. Lunch

We encourage you to explore local restaurants, but if you'd rather stay put, sandwiches are available onsite. **Note: They need to be pre-ordered by July 31.**

### 1:00 to 2:00 p.m. In conversation with Golnaz Hashemzadeh Bonde

Golnaz Hashemzadeh Bonde was born in Iran and fled with her parents to Sweden as a young child. In 2012, she debuted with the novel, *She Is Not Me* (*Hon är inte jag*). Her second novel, *What We Owe*, was published in 2017 and has been translated into 25 languages. In this conversation, we'll explore her process and sources of inspiration for her work. And take questions from the audience. **Moderated by Paul Rapacioli.**

### 2:15 to 3:00 p.m. Literary Idol: The Preface

Self-publishing. Hybrid. Traditional. Publishing is fragmenting and innovating on what seems like a daily basis. So, what should you know to help you find your path to published? In this "preface" to *Literary Idol*, our expert panel gives their insights. **Includes audience Q&A.**

### 3:00 to 3:30 p.m. Break

Grab a fika. Make a friend. Buy a book. Be happy.

### 3:30 to 5:00 p.m. Literary Idol

At SWF18—our very first year—we debuted this event. Now we've made it a regular feature. What is it? A fun (yet respectful) gameshow-style happening where the first page of an anonymous manuscript is read to our expert panel of agents and editors. Judges indicate when they would stop reading and give constructive critique. One shining manuscript will be chosen as winner and will receive a prize to be announced onsite.

### 5:00 to 6:00 p.m. Parting

It is such sweet sorrow, as someone once wrote, that we want to give you the space to do it properly, instead of rushing back to reality. Take the time to exchange contact details with other participants and have one last mingle!!

**Every effort will be made to adhere to this schedule.  
However, all programs and times are subject to change.**

