

#SWF19
**STOCKHOLM WRITERS
FESTIVAL**

2019 Program



www.stockholmwritersfestival.com

Finlandshuset, Stockholm, Sweden

Wifi network: Fininst

Password: zachtopelius2015

Find Your Path to Published

About us

The Stockholm Writers Festival is a non-profit organization started by local writers crabby about traveling to other countries in search of community and learning.

SWF board members:

Catherine Pettersson, Founder, President

Lizzie Harwood, Vice President and First Pages Prize Founder

Sandra Carpenter, Vice President

Steve Hahn: Secretary

Sofia Fransson: Social Media

Carol Snyder: Venue Management

Cassandra Ware Blomberg: Treasurer

Committee Members:

Catherine Coe, Denise Conway, Louise Erixson, Karen Hagersten,
Sarah Hollister, Paddy Kelly, Ron Pavellas, Greg Richards, Kendal von Sydow,
Susan Wuest and Lola Akinmade Åkerström

Graphics Guru: Shout out to Hilarie Cutler who makes us shine with her artistry.

Huge appreciation goes out to our intrepid First Pages Prize committee:

Lizzie Harwood, Steven Hahn, Paddy Kelly, Eva Tofvesson Redz,
Cassandra Ware Blomberg, Miranda McEvilly, Ron Pavellas, and Tasha Ong



Keep in touch with us on Social media #SWF19



www.facebook.com/stockholmwritersfestival/



[@StockholmWriter](https://twitter.com/StockholmWriter)



www.instagram.com/swfestival/

SWF19 Table of Contents

Program Schedule2

Venue Floorplan9

Meet Our Faculty10

Buttonhole the Expert Topics13

The Neighborhood14

Notes16

Acknowledgmentsinside back cover

Venue Area Map



Day 1: Friday, May 3

Part I: Jane Friedman Intensive

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

| |
|--|
| <p>1:00 p.m. to 4 p.m. Jane Friedman Intensive - Sibelius Room</p> |
| <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.</p> |

Part II: Main Festival starts

3:30 p.m. - 4:00 p.m. Main Festival Registration
 (For those not taking Jane’s intensive.)

4:00 p.m. Welcome and Official Opening from SWF Founder, Catherine Pettersson - Sibelius Room

4:05 p.m. First Pages Prize - Sibelius Room
 Award-winning author of *The Good Son*, Paul McVeigh talks about the importance of the first pages in a manuscript. Then we present the 2019 First Pages Prize winners.

5:00 p.m. - 6:00 p.m. Find Your Tribe - Sibelius Room
 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!

6:00 p.m. - 8:00 p.m. Dinner
 Grab a bite to eat at a local Stockholm eatery.

8:00 p.m. Mingle and Fireside Chat: Behind the Scenes at the Nobel Scandal - Hotel Hellsten Earth Bar, Luntmakargatan 68
 This is exclusively for SWFers. Get this insider view into why the Nobel Prize for Literature imploded in 2018. Our own Paul Rapacioli will interview Björn Wiman, Culture editor-in-chief of DN, one of Sweden’s most prestigious news sources.

Day 2: Saturday, May 4

Part II: Main Festival (cont.)

8:30 a.m. – 9:00 a.m. Additional Registration/Coffee and Mingle Lobby/Reception

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. Catharina Ingelman-Sundberg robs banks, and has arms dealers on speed dial in her fictional worlds.

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.

Moderator: Sandra Carpenter

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.

Moderator: Catherine Pettersson

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

If you have purchased an agent one-on-one, you will receive your time and room number when you register. Confused? Ask one of our SWF volunteers!

Day 2: Saturday, May 4

Part II: Main Festival (cont.)

| 1:00 p.m. - 2:00 p.m. Breakout Session One | | |
|--|----------------------------|---|
| Module A Topelius Room | Module B Runeberg Room | Module C Sibelius Room |
| Rewrite Your Life | Build a Website in an Hour | Learning Story Structure from Pixar Films |

Module A ■ Rewrite Your Life

Jess Lourey

Do you need a new source of inspiration to supercharge your writing? This module is for you. Get insights into the profound healing power of fictionalizing your life experiences. Learn practical techniques for capturing experiences and turning them into prose.

Module B ■ Build a Website in an Hour

Jane Friedman

There's no way around it: Authors need websites. This session focuses on the simplest, most robust and free tools to get a site up and running in a day or less.

Module C ■ Learning Story Structure from Pixar Films

Julie Cohen

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. At a recent writer's conference, this workshop reduced 80 romantic novelists to tears.

10-minute break

| 2:10 p.m. - 3:10 p.m. Breakout Session Two | | |
|--|---|---------------------------|
| Module A Sibelius Room | Module B Topelius Room | Module C Runeberg Room |
| Getting to the End of Your Novel | Make Your Dialogue Do the Heavy Lifting | Creating Your Platform |

Module A ■ Getting to the End of Your Novel

Jess Lourey

This session asks what the ends of novels should achieve and offers a hands-on, interactive problem-solving session on what stops writers from finishing their novels, how you can encourage yourself and what techniques will help you break your deadlock.

Module B ■ Make Your Dialogue Do the Heavy Lifting

Cassie Gonzales

What characters say should be more than expository. Get more from your dialogue in terms of character development, theme and story arc.

Day 2: Saturday, May 4

Part II: Main Festival (cont.)

Module C ■ Creating Your Platform

Paul McVeigh

Find out how to build a social media platform from the ground up and how to use that platform to help you get published, get reviewed, gain access to high profile authors, and get paid.

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. This event was such a huge hit last year that we have made it a feature part of our program this year.

4:20 p.m. - 5:00 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.

5:00 p.m. - 5:30 p.m. Author Book Signing and Agent Critique Sessions - SWF19 Café

5:30 p.m. - 8:00 p.m. Dinner on your own

Grab a bite to eat before returning to Hotel Hellsten.

8:00 p.m. Mingle and Literary Event at Hotel Hellsten

You won't want to miss out on our evening literary event!

Join us at Luntmakargatan 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 (cont.)

8:30 a.m. – Coffee and mingle in the SWF19 Café

**9:00 a.m. – 10:00 a.m. Buttonhole the Expert
Sibelius Room**

Buttonhole the Expert is a speed-dating activity allowing participants to move between tables and ask experts questions. Topics range from ways to create a great nonfiction proposal to tips for getting through writer’s block. There are three rounds, so mix it up and take the opportunity to talk to faculty in a small group format. Read more about our experts and their topic on page 13.

10-Minute Break

**10:10 a.m. – 11:10 a.m. Author Panel:
Weird and Wonderful Paths to Published! – Sibelius Room**

Jess Lourey sent out 400 queries before landing her first contract. Cassie Gonzales enrolled in a fiction class at 14, a playwriting class at 17, and has spent the last 20 years mashing those forms together. Paul Rapacioli was the perfect person to write, *Good Sweden, Bad Sweden* and the last person to realize it. Learn author strategies for embracing rejection, staying on course and never giving up.
Moderator: Sandra Carpenter
Includes audience Q&A.

**11:10 a.m. – 11:50 a.m. Networking, Author Book Signing
SWF19 Café**

11:50 a.m. to 1:00 p.m. Lunch
On your own – our program provides local suggestions.

| | | |
|--|----------------------------------|-----------------------------------|
| 1:00 p.m.-1:45 p.m. Breakout Session Three | | |
| Module A Sibelius Room | Module B Lönnrot Room | Module C Runeberg Room |
| Finding the Angles: Writing Fact That Reads Like Fiction | Gaining an Ear for Audio | From Traditional to Indie |

Day 3: Sunday, May 5

Part II: Main Festival (cont.)

Module A ■ Finding the Angles: Writing Fact That Reads Like Fiction

Paul Rapacioli

Remember you are telling a story. A good story compels. But what voice are you telling it in? And what bits do you tell? Too many facts clog the tale and make the teller a bore. What point are you trying to make, and which of your facts will make it more effective?

Module B ■ Gaining an Ear for Audio

Eira Ekre

The audio market is exploding. And it's demanding original content to fill digital libraries. Find out more about the industry and how to craft material for audio.

Module C ■ From Traditional to Indie

Jess Lourey & Jennifer Dahlberg

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.

1:45 p.m. to 2:00 p.m. Festival Farewell - Sibelius Room

Part III: Intensive Workshops

Breakout Rooms

2:00 p.m. - 4:45 p.m.

SWF19 aims to help writers find their path to published. We offer a choice from four intensive sessions, with limited seats in each, to help you refine your craft.

| |
|---|
| <p>Manuscript Makeover Cassie Gonzales Björken Room</p> |
| <p>Participants will receive a detailed critique on the first five pages of a work-in-progress. These pages will be used to teach story hooks, narrative voice, characterization and plot. This workshop will be full of tips and tricks useful to writers of all genres across fiction, non-fiction and drama.</p> |

Day 3: Sunday, May 5 (cont.)

That Killer First Page Paul McVeigh Lönnrot Room

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: how to find them and where you should be sending your stories.

Plotting with Post-its Julie Cohen Topelius Room

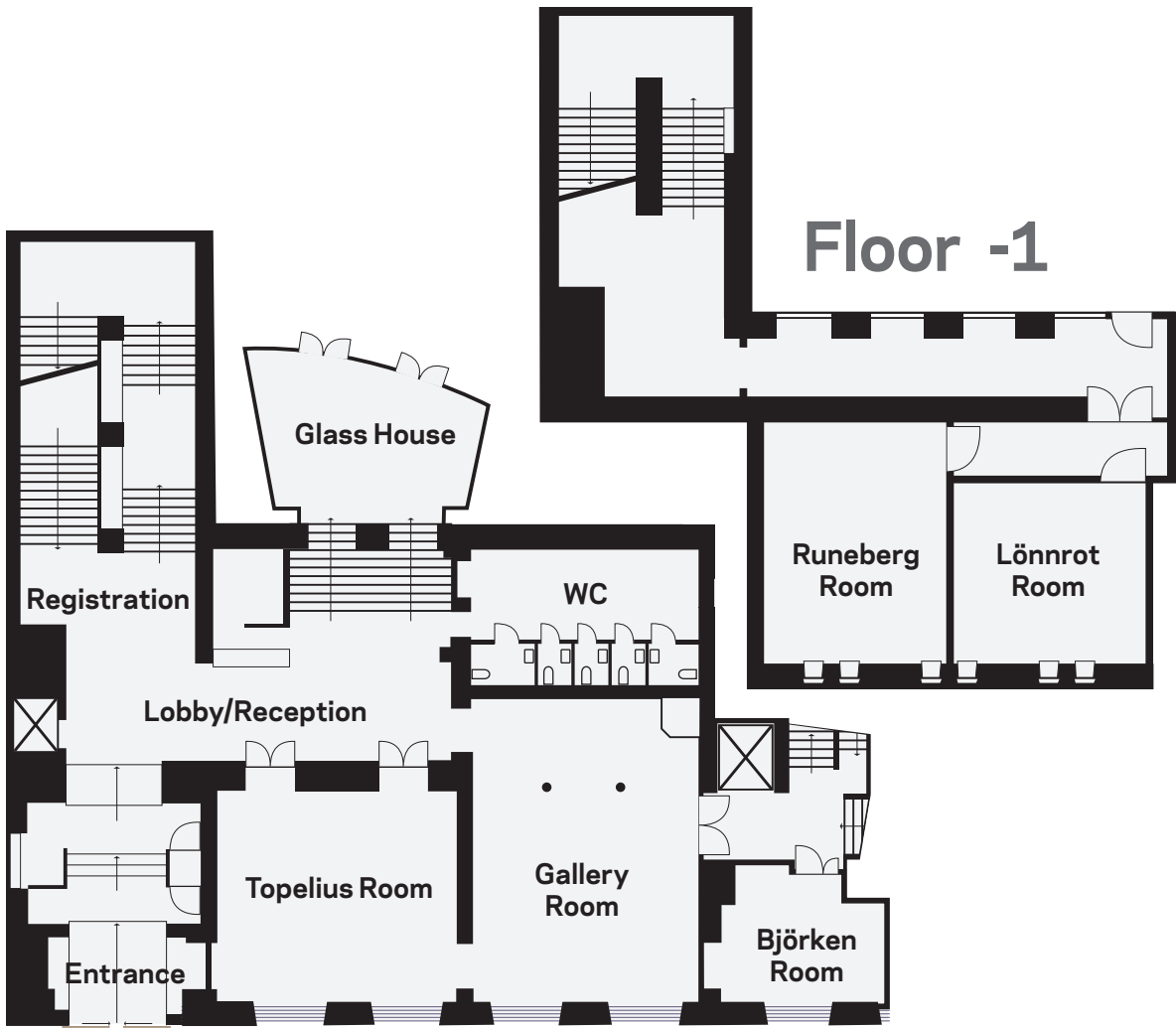
Find out how to drive clarity through your plot with this device aimed at helping you finish your manuscript. This technique allows you to see your entire book at a glance and make sure you haven't neglected any plot threads. In the end, you'll have a visual map for rearranging your manuscript and getting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

Indie Publishing: Set Yourself Free Jess Lourey Runeberg Room

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.

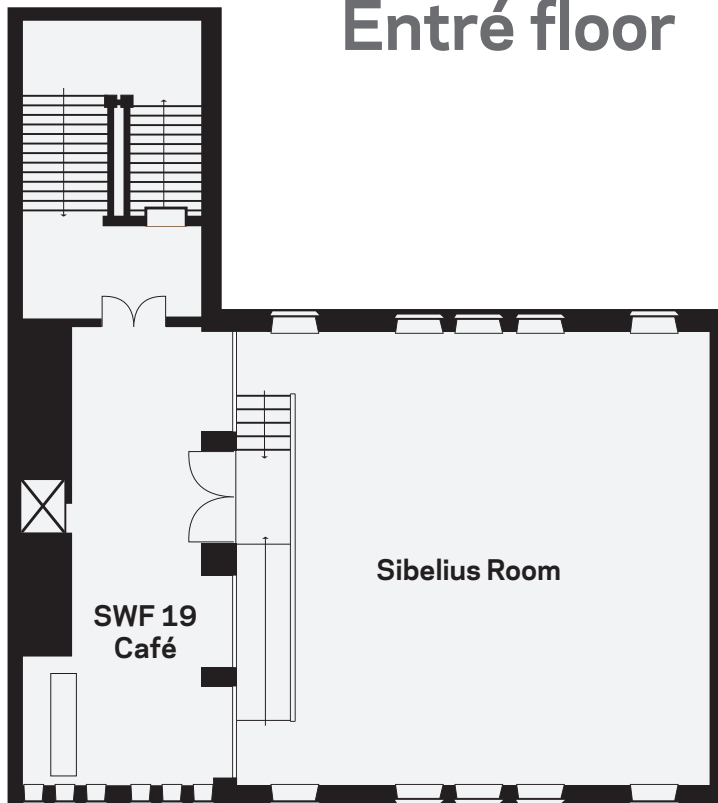
**4:45 p.m. - 5:00 p.m. The final, final farewell, we really mean it.
Lobby/Reception**

VENUE FLOOR PLAN



Entré floor

Additional toilets and space to hang up coats can be found on Floor 2



Floor 3

Meet Our SWF19 Faculty

Authors

Catherine Coe

Catherine is a children's book editor and author with seventeen years' editorial experience and over thirty books published, including the popular *Blossom Wood* series. Formerly senior commissioning editor at Hachette Children's Books, Catherine has been freelance since 2011 and has lived in Stockholm since 2016. She works for many major and independent UK-based publishers and agents, and also enjoys mentoring talented writers on their journey to publication. She edits children's books of all genres, from picture books to Young Adult, and has worked with top authors including David Almond, Malorie Blackman, Mary Hoffman and Nikesh Shukla. She's passionate about sharing knowledge and advice with writers to help ease and demystify the path to publication, and is volunteer co-editor of *Undiscovered Voices*, a biennial competition for unpublished and unagented children's book writers.

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 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 authors' 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 Gonzales

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.

Catharina Ingelman-Sundberg

Catharina is a Swedish journalist and author of 20 books. Before she became a writer, Ingelman-Sundberg was a marine archaeologist and did scores of expeditions to excavate shipwrecks around the world. In 2012, after deciding, "I'm going to write a best seller," Ingelman-Sundberg did it with, *The Little Old Lady Who Broke All the Rules*. The book went on to sell more than 1.2 million copies internationally and was a #1 bestseller in Canada, Italy and England. *The Little Old Lady Strikes Again* and *The Little Old Lady Behaving Badly* are also bestsellers.

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* won The McCrea Literary Award and The Polari First Novel Prize and was shortlisted for many others including the Prix du Roman Cesam. His short fiction has been published in journals and anthologies, and has been commissioned by BBC Radio 4, Faber & Faber and Sky Arts TV. 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. His classes sell out internationally and he will begin teaching for the Faber Academy in June.

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

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; and non-fiction focused on sport.

Panel Moderator

Sandra Carpenter

Sandra has spent most of her decades-long career working in publishing and her first job after university was as an intern for Writer's Digest magazine. Since then, she has served as editor in chief of magazines in the US and Sweden. Currently working in corporate communications and travel writing, she is also at work on a memoir. To get a good story, she has slept in a tree house in the Arctic Circle, swam with sharks on the Great Barrier Reef and witnessed two lions take down a buffalo on safari in South Africa. Originally from Cincinnati, Ohio, Sandra Carpenter is now based in Stockholm.

Buttonhole the Expert Topics

This is a “speed-dating” activity where participants move between tables asking questions of experts. Topics range from how to create a great non-fiction proposal to getting into the world of gaming. There are three rounds, so mix it up and take the opportunity to talk to experts in a small group format.



Catherine Coe:
Breaking into the children’s book market



Cassie Gonzales:
Dialogue that does the heavy lifting



Julie Cohen:
Techniques for tackling revision



Caroline Hardman:
Secrets to successfully pitching an agent



Jennifer Dahlberg:
Going from traditional to indie publishing



Jess Lourey:
Editing hacks and blasting through writers’ block



Eira Ekre:
Everything you want to know about the audio market but were afraid to ask



Paul McVeigh:
Killer first pages



Jane Friedman:
The best digital tools for writers



Catharina Ingelman-Sundberg:
How to write a best-seller

Finlandshuset: The backstory

We're so thrilled to be housed in Finlandshuset, or The Finnish House, for year two of the Stockholm Writers Festival. The building has a storied history. It was built in 1896 for KFUM, which is essentially the YMCA, but Swedish style. Speaking of YMCA, over the years it has served as a disco, a gym, and a place of worship. Now we're using it to get our groove on, work out our writing muscles, and show reverence for the written (and sometimes spoken) word. Coming here has allowed us to expand what we offer. It's a beautiful jewel box filled with inspirational art. We hope you love it as much as we do.



Get your picture taken! (Or not!)

Every author needs a portrait for websites, social media and book jackets. Get yours taken by our fabulous photographer, **Birgit Walsh**. Sign up for a session at reception. Or simply talk to her.

Check out her event work here.



Speaking of photos: Birgit will be taking pictures throughout SWF19 for marketing purposes. If you'd rather not appear in any, just let her know. Or feel free to throw a smile her way if you do like the limelight!

Food: here are some ideas for places!

SWF19 is located in central Stockholm. So there are plenty of places to grab lunch or dinner within a 10 minute walk of Finlandshuset. But here are some ideas for places all about a 10-minute walk or less from Finlandshuset that can serve your food up fast:

- K25 Kungsgatan 25
- McDonalds on Sveavägen 71
- Starbucks on Kungsgatan 2
- Urban Deli on Sveavägen 44

SWF19 tip: To take a short cut toward Sveavägen, go straight out of the building and walk through the Brunkeberg Tunnel.

Acknowledgments

SWF18 was a hard act to follow. But thanks to the stellar faculty we lined up, and our enthusiastic SWF19 fanbase, we were able to aim high. Thank you everyone for supporting this Festival by buying tickets and by agreeing to stand up and deliver great content. We hope it enriches your writing life and your life in general.

We thank our sponsor organizations that have donated their valuable resources to make SWF19 a reality:



And our amazing Stockholm University Creative Writing MA student volunteers:

Sophie Austin, Clarellen Engler, Adriana Martinez, Nikki Torres and Ting J. Yiu

Hotel Hellsten is one of Stockholm's most unique and beautiful boutique hotels. We're grateful to have Luntmakargatan 68 as our "home away from home" for SWF.



First Pages Prize sponsors, The de Groot Foundation:

Our sincere thanks go to Clydette and Charles de Groot for their support of the First Pages Prize which recognizes three emerging writers of fiction or creative nonfiction to complete their manuscript with the help of a cash award and partial developmental editing.



Thanks too, goes to the prize's judge, **Paul McVeigh**, who is the King of "Killer First Pages".

We'd also like to thank:

Our moderators: **Sandra Carpenter** and **Paul Rappacioli**

Birgit Leistmann-Walsh of **Birgit Walsh Photography**

Henry Altshuler, **Barbara Evaeus**, **Cecilia Nordström**, **Emma Pettersson** and **Victor Pettersson** for supporting us onsite.

And to **Joe Shea**: Savior-in-Chief for our website and show management.

Gotcha!

**Just when you thought you were on the last page and
there would be nothing left to write,
we leave you with more words.**

SWF is by writers and for writers. We're a non-profit organization and don't receive funding, although our fabulous sponsors support us in other ways. If you'd like to engage further with us, (no guilt, you have a life and you did buy a ticket which is huge), become a member of SWF. Or join our crew to develop SWF20.

Find out more, by visiting www.stockholmwritersfestival.com
and check out our membership page.

Okay. We'll let you go on with your life now. Enjoy!



www.stockholmwritersfestival.com



Go to the SWF19 survey

Memories have a habit of fading.
Could you do us a favor and respond to our survey
as soon as humanly possible?

We'll get you again after May 5, but would
appreciate your fresh brain cells.