

#SWF22
**STOCKHOLM WRITERS
FESTIVAL**
2022 Program



Find your path to published

www.stockholmwritersfestival.com

12-14 August 2022

Hotel At Six, Stockholm, Sweden

Stockholm Writers Festival 2022

August 12-14

Main Festival Pass: 2,900 SEK

Day 1: Friday, August 12

17:00 to 19:00 Birthday Party in SWF Concourse

Join the SWF community to toast our fifth birthday. Your first drink is on us. There will be singing, celebrating and surprises.

Day 2: Saturday, August 13

8:00 to 9:00 Registration and mingle

9:05 to 10:20 Panel: Leaning into lived experience

There's an old adage: "Write what you know." But how about creating new worlds and exploring themes you haven't necessarily lived? Our faculty share their own experiences when it comes to leaning into their lived experiences. (Lola Akinmade Åkerström, Olivia Dade, Aliette de Bodard, Kim Golden, Elise Valmorbida)

Audience Q&A

Moderator: Paul Rapacioli

10:30 to 11:45 Breakout Session 1

**Session 1A
Ricardo Fayet**

Behind the algorithm: What it takes to succeed on Amazon

Amazon is the world's leading search engine for books. Which is why it is so important for authors to know exactly how readers search, and how Amazon recommends books to them. In this course, Reedsy co-founder Ricardo Fayet will help you understand how the Amazon recommendation machine works and give you the knowledge to make it work to your advantage.

Day 2: Saturday, August 13 (cont)

Session 1B Lola Akinmade Åkerström

Meaningful social media: cutting through the noise to make an impact

Twitter. Facebook. TikTok. LinkedIn. Instagram. The list goes on. With so much noise in the marketplace, what are the best moves for you to make as an author? Before and after you're published. Learn concrete ways of making an impact from Lola Akinmade Åkerström.

Session 1C Jessica Renheim

Activate your internal editor

Back by popular demand! You may have heard the adage: "Writing isn't writing. It's rewriting." In this hands-on class using real-life examples, editor Jessica Renheim shows you how to stamp out five of the biggest writing "bugs" to help your manuscript get to polished, faster.

11:45 to 12:40 Lunch in the SWF Concourse

Sandwiches, drinks and coffee will be served in the SWF Concourse. Grab a bite with a fellow writer. Get a book signed. Mingle and enjoy.

12:45 to 2:00 Breakout Session 2

Session 2A Cassie Gonzales

Beyond the blush: Writing compelling physicality

Too many of us are stymied when it comes to writing the physical manifestation of emotion. We use, "blushing" to convey embarrassment. Or "tears" for sadness. Explore ways of getting around the clichés and into richer expressions of emotion in this session with SWF favorite, Cassie Gonzales.

Session 2B Liz Clark Wessel

Using the elements of poetry to boost your prose

Poetry can break new ground for language; turn a blank sheet of paper into a teeming concert of voices and music. In this class, Liz Clark Wessel, founding editor of Argos Books, helps you understand tools for turning your words into poetic expression.

Day 2: Saturday, August 13 (cont)

Session 2C Jackie Cangro

The Art of Backstory: Create More Dynamic Characters

We writers are often told to cut backstory, but that advice can be misguided. The heart of your protagonist's story is buried in their past. The past is the lens through which they evaluate the present. And the present - what's going on in their life this very minute - is the direct result of all that accumulated experience. The dilemma is knowing what to keep and what to discard. Jackie Cangro guides us through managing that balance.

14:10 to 15:10 Sustaining creativity on the path to being published with Elise Valmorbida

Life has given many of us lemons in the last couple of years. How about turning them into lemonade? Join us in a fun and inspirational group experience designed to open up imagination, observation and focus. Explore how to engage your senses, connect experience with words, and write with authenticity. The work you produce will be more about beginnings and ways of seeing, perhaps unblocking or shifting your creative approach.

15:15 to 16 :30 Pitch Perfect with Jackie Cangro

The goal of a query letter is to entice an agent to request your manuscript. But how do you distill your entire novel into a one-page letter? It's time to put on your marketing hat and think about your book in a different way. In this workshop, we'll review what a query letter is, the four elements of every query letter, and the things you should avoid. You'll have time to craft your query so that you have the start of a very compelling letter that will get agents to ask for your manuscript.

16:30 to 17:30 In Conversation with Aliette de Bodard and John Berlyne

Aliette de Bodard's work has garnered three Nebula Awards, an Ignyte Award, a Locus Award, a European Science Fiction Association Achievement Award and four British Science Fiction Association Awards. She is also a Hugo award finalist. In this conversation, between Aliette and her agent, John Berlyne, we'll learn the path she took to reach her level of success and gain both their views on genre fiction and the state of publishing.

Moderator: Paul Rapacioli, Audience Q&A.

17:30 to 19:00

Come and hang with your fellow writers and continue the SWF birthday party.

Day 3: Sunday, August 14

8:30 to 8:55 Mingle and Coffee/author book signings

9:00 to 10:20 Masterclass: Breaking into the publishing industry and staying there

In this panel, two acquiring editors and the founder of Reedsy, a powerhouse platform for book development, discuss how to get inside the publishing industry and stay there.

Moderator: Paul Rapacioli

10:30 to 11:40 Buttonhole the Expert

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. (All faculty)

11:45 to 12:40 Book signing, mingle, lunch

Sandwiches, drinks and coffee will be served in the SWF concourse. Grab a bite with a fellow writer. Get a book signed. Mingle and enjoy.

12:45 to 14:30 Genre Breakout Session 3

Don’t find your genre here? We encourage you to learn world-building in Aliette’s Fantasy class. Or how to create tension in Kim’s Romance bootcamp. Or explore what it takes to do memoir, travel or self-help in Elise’s non-fiction session.

Session 3A Romance
<p>In this interactive workshop with Kim Golden, learn the elements of Romance from the best.</p>
Session 3B Fantasy
<p>In this interactive workshop with Aliette de Bodard, learn the elements of Fantasy from the best.</p>
Session 3C Non-fiction
<p>In this interactive workshop with Elise Valmorbida, learn the elements of Non-Fiction from the best.</p>

Day 3: Sunday, August 14 (cont)

14:45 to 15:05 Fika

15:05 to 16:35 Breakout Session 4

<p>Session 4A Jackie Cangro</p>
<p>Understanding Show, Don't Tell "Show, don't tell." This mantra is one of the most misunderstood recommendations for writers. This workshop unravels this mystery with examples from published works, a detailed lesson with takeaways that writers can incorporate into their story immediately, and in-class writing time to practice the suggestions.</p>
<p>Session 4B Cassie Gonzales</p>
<p>Killer openings The first pages of your manuscript are critical and make the difference between getting past slush piles or getting sandbagged. In this workshop with Cassie Gonzales, learn how to make your first pages, regardless of genre, sing.</p>
<p>Session 4C Kim Golden</p>
<p>Joining the mainstream: Finding success in self-publishing Self-publishing has gone from "alternative" to "mainstream," when it comes to publishing options. Author Kim Golden has been successfully self-publishing for more than a decade. In this session, get the inside scoop on the reality of working with indie presses from her self-publishing success story.</p>

16:45 to 18:00 Grand Finale Event

Join us in a fun, games show style competition where we look at submissions from ticket holders and have our expert panel critique them. One winner will be chosen to receive a prize.

