

# THRILLERFEST FRIDAY MORNING, JULY 8, 2011

Registration 7:30 am – 11 am, 3 pm – 4:30 pm  
Barnes & Noble Bookstore, open 9 am– 6 pm, Booth-Plymouth Room

ROOM	URIS/JULLIARD	BROADWAY	CARNEGIE/ALVIN	BALLROOM I
	<b>MORNING COFFEE – 8:30 am – 11:00 am</b> <i>Hosted by HARPERCOLLINS</i> <i>Ballroom I Foyer</i>			
9:00 am-9:50 am	<b>HOW DO YOU CHANNEL LILITH?</b> Writing Chilling Female Villains  <b>Phillip Margolin, Panel Master</b> Meredith Anthony Michaela Hamilton Brenda Novak Sharon Potts Robert Rotenberg Rebecca York	<b>DO YOU HAVE SYMPATHY FOR THE DEVIL?</b> Creating Empathetic Antagonists  <b>Michael Palmer, Panel Master</b> William Bernhardt Grant Blackwood Gary Braver Peter James Andrea Kane	<b>HOW DO YOU THICKEN THE PLOT?</b> Subplots and How to Make Them Shine  <b>Wendy Corsi Staub, Panel Master</b> Daniel Friedman Mark Greaney J.L. Hughes Chris Knopf Jeremy Robinson Emily Winslow	<b>WHAT'S FIRST, THE CHICKEN OR THE EGG?</b> Alternatives to Traditional Publishing <i>An Industry Panel</i>  <b>David Hewson, Panel Master</b> Lou Aronica Steve Feldberg Joel Fishman A.J. Hartley Dan Slater
10:00 am-10:50 am	<b>Spotlight Guest Robert Crais interviewed by Jon Land</b> <i>Ballroom I</i>			
11:00 am – 11:50 am	<b>DO YOU SUCK BLOOD?</b> How to Get Inside the Supernatural Head  <b>Heather Graham, Panel Master</b> Dakota Banks Janice Gable Bashman Jeannie Holmes Jonathan Maberry J.L. Saint Rochelle Staab	<b>DO YOU NEED YOUR INNER TEENAGER TO WRITE THE ULTIMATE YA THRILLER?</b>  <b>F. Paul Wilson, Panel Master</b> A.J. Hartley Robert Liparulo Sophie Littlefield Aaron Patterson Wendy Corsi Staub	<b>SCALPEL, PLEASE:</b> How Do You Find the Heart of Your Story?  <b>D.P. Lyle, MD, Panel Master</b> Brandt Dodson Jonathan Hayes Vladimir Lange Michael Palmer Stefanie Pintoff	<b>HOW DO YOU DO THE MATH?</b> Publishing Numbers and What They Mean to Authors  <b>M.J. Rose, Panel Master</b> Paul Aiken Michael Cader Simon Lipskar
11:50 am – 12:20 pm	Authors from all morning sessions will be signing in the bookstore.			
12:15 pm – 1:00 pm	<b>Bonus Session 1</b> <b>ASK THE CIA: Insights from the Undercover Life</b>  <b>Hosted by Gayle Lynds</b> <i>Ballroom I</i>		<b>Bonus Session 2</b> <b>REVOLUTIONARY PRODUCTS IN PUBLISHING: A Demonstration of Virtual Signing Products</b>  <b>Hosted by Margaret Atwood and T.J. Waters</b> <i>Uris/Julliard</i>	
1:00 pm – 1:50 pm	<b>ITW General Membership Meeting</b> <i>Ballroom I</i>			

# THRILLERFEST FRIDAY AFTERNOON, JULY 8, 2011

Registration 7:30 am – 11 am, 3 pm – 4:30 pm  
Barnes & Noble Bookstore, open 9 am– 6 pm, Booth-Plymouth Room

ROOM	URIS/JULLIARD	BROADWAY	CARNEGIE/ALVIN	BALLROOM I
	<b>AFTERNOON SOFT DRINKS – 1:45 pm – 3:15 pm</b> <i>Hosted by HARPERCOLLINS, Ballroom I Foyer</i>			
2:00 pm – 2:50 pm	<b>WHAT ARE THE REEL SECRETS TO WRITING FOR FILM?</b>  <b>Jon Land, Panel Master</b> Neal Baer Peter Blauner Melodie Johnson Howe David Levien Doug Magee David Sakmyster James Strauss	<b>CAN A THRILLER BE BOTH EXCITING AND SMART?</b>  <b>David Liss, Panel Master</b> Linwood Barclay Joseph Finder Kathleen George Andrew Gross Andrew Pyper Matt Richtel	<b>HOW DO YOU LIGHTEN A DARK MOMENT?:</b> Humor in Thrillers  <b>Shane Gericke, Panel Master</b> David Bell Toni McGee Causey Richard Helms Harley Jane Kozak Robert Liparulo Amanda Kyle Williams	<b>IS THERE EQUAL OPPORTUNITY AMONG WOMEN THRILLER WRITERS?</b> <i>An Industry Panel</i>  <b>Neil Nyren, Panel Master</b> Dan Conaway Lisa Gardner Brenda Novak Karen Rose Erica Spindler Kate White
3:00 pm – 3:50 pm	<b>Spotlight Guest John Lescroart interviewed by Gayle Lynds</b> <i>Ballroom I</i>			
4:00 pm – 4:50 pm	<b>WHAT'S YOUR VISIBILITY?</b> The Importance of Media <i>An Industry Panel</i>  <b>Andrew Gulli, Panel Master</b> Kevin Kaiser L.J. Martin Meryl Moss Zachary Petit John Raab	<b>HOW DO YOU MAKE READERS COME BACK FOR MORE?</b>  <b>Hallie Ephron, Panel Master</b> Daryl Wood Gerber Heather Graham Parnell Hall Ann Parker Wendy Roberts	<b>IS IT A BEAKER BEFORE IT'S A BOOK?</b> Science in Thrillers  <b>Allen Wyler, Panel Master</b> Mark Alpert D.P. Lyle, MD Camille Minichino A. Scott Pearson	<b>WHO'S GOT YOUR BACK?</b> The Editor-Author Relationship  <b>Jaime Levine, Panel Master</b> David Highfill Jason Kaufman David Levien Phillip Margolin Steve Martini Douglas Preston
5:00 pm – 5:30 pm	All authors from afternoon sessions will sign inside the bookstore.			
7:30 pm – 9:00 pm	<b>THE WARRIOR WRITER</b> Bob Mayer	<b>SNAP CRITIQUES</b> Dakota Banks	<b>CREATING MARKETING CAMPAIGNS USING SOCIAL MEDIA</b> Sheila English, Circle of Seven Productions	
9:00 pm – 11:30 pm	Premiere Showing— <b>SALVATION BOULEVARD</b> , a movie based on a book written by ITW author Larry Beinhart <i>Uris/Julliard</i>			