



6 – 9 May 2010
Asian Content for the World's Children

1. Asian Children's Writers & Illustrators Conference, 6-8 May 2010

The **Asian Children's Writers and Illustrators Conference (ACWIC)** celebrates children's books and media, promotes the writing, publication and production as well as access to Asian Children's content worldwide. ACWIC actively fosters the exchange of ideas and presents enormous networking and learning opportunities for established and budding professionals in the region.

Target Audience

Writers, illustrators, pre school and primary school teachers, publishers, librarians, literary agents, distributors and retailers, translators, technology solution providers to the industry and other media professionals related to children's content will find ACWIC a learning event that they cannot afford to miss.

Opening Address: The Great Content Divide; Bridging the Gap between East and West, Kenneth Tan

TRACK A: New Media Technologies & Children's Content

- 6 May**
- 10am – 11am : Interactive strategies to engage the internet-centric children today, **Greg Childs**
- 11am – 12pm : The Children's e-Book, Revisited, **Warren Buckleitner**
- 12.15pm – 1.30pm: Creating and Disseminating interactive digital content for education and publishing, **Stanley Han, Benson Loo & Shane Davis**
- 2.30pm – 3.30pm: The emerging world of multimedia content: How it works and how writers and publishers can profit from it, speaker to be confirmed
- 3.45pm – 4.45pm : Screen to Print: Turning your animation into books, **Petrina Kow**
- 4.45pm – 5.45pm: Digital Rights and e-Publishing, **Bill Rosenblatt**
- 7 May**
- 9.30am – 10.30am: One content, multiple manifestations: Opportunities, **Greg Childs**
- 12pm- 1pm : Cross Media Publishing as a way forward, **Bill Rosenblatt**
- 2.30pm – 3.30pm: Graphic Novel Publishing: Developing content for theatrical live-action films, animation and video games, **Sharad Devarajan**
- 4.45pm – 5.45pm : Young readers Online: Optimising the Internet & Digital Media, speaker to be confirmed

TRACK B: Alchemy of Writing

- 6 May**
- 10am – 11am : Writing across Borders: Taking Asian Content to the World, **Paro Anand & Christopher Cheng**
- 11am – 12pm : From Fairy Tales to Harry Potter: Some Literary Pointers for Children's Authors, **Dr. Eddie Tay**
- 11am – 12pm : The boon and bane of wearing Two Hats – Writing and Illustrating, **Sally Heinrich**
- 12.15pm – 1.15pm: Many Windows: How to co-write across cultures and countries, **Rukhsana Khan & Uma Krishnaswami**
- 2.30pm – 3.30pm: Local Content, Global Appeal: Introducing customs & traditions in children's and young fiction, **Uma Krishnaswami**
- 3.45pm – 4.45pm : Writing non-fiction for school and education, **Christopher Cheng**
- 4.45pm – 5.45pm: The imperative for multicultural literacy, **Lynette Thomas**
- 4.45pm – 5.45pm: Writing Faith & Religion: Dropping the preachy tone in children's and young fiction, **Rukhsana Khan**
- 7 May**
- 9.30am – 10.30am: Building bridges-bringing Asia to Australian children through books, **Sally Heinrich & Christopher Cheng**
- 10.45am–11.45am: How to create the best multicultural books, **Holly Thompson & Daphne Lee**
- 12pm – 1pm: Weaving historical stories into fiction for children, **Christopher Cheng**
- 2.30pm – 3.30pm: The centrality of story in the curriculum, **John McKenzie**
- 3.45pm – 4.45pm: Bringing Oral Cultural Stories to the Page, **Rukhsana Khan**

TRACK C: Illustrators' Palette

6 May

- 10am-11am : The postmodern picture book, **John McKenzie**
11am – 12pm : Parallel Dimensions: Comparing the Graphic Novel in the U.S. and Asia, **Jeff Yang**
11am – 12pm : The boon and bane of wearing Two Hats – Writing and Illustrating, **Sally Heinrich**
12.15am – 1.15pm: Designing and illustrating for educational games and aids, **Atanu Roy**
2.30pm – 3.30pm : Popular culture and the media: hooking the reluctant reader, **John McKenzie**
4.45pm – 5.45pm : Comics Writing: Sequences of Consequence, **Jerry Hinds**

7 May

- 9.30am – 10.30am: Visual language: deciphering the picture, **John McKenzie**
10.45am - 11.45am: Kid Pop: The Role of Comics in Growing Up, **Jeff Yang**
12pm – 1pm : Picture Books: Knowing Your Voice, **Naomi Kojima**
2.30pm – 3.30pm : Designing & Illustrating for school curriculum materials, **Atanu Roy**
3.45pm – 4.45pm : Illustrating: Making stuff up without stuffing up, **Sally Heinrich**
4.45pm – 5.45pm : Modern Myths: Re-presenting Traditional Stories in Graphic Novels, **Sharad Devarajan**

TRACK D: Librarian's Menu

6 May

- 12.15pm – 1.15pm: Wither our roots and our values? Maximizing Asian children's literature, **Ruth Wong**
3.45pm – 4.45pm : Hocus Pocus – The Magic Formula to charm kids into reading, **Raneetha Rajaratnam**

7 May

- 9.30am – 10.30am: Providing effective electronic services for children, **Warren Buckleitner**
10.45am – 11.45am: The Joy through Books: The National Centre for Children's literature in France: History, missions and organisation, **Nathalie Beau**
2.30pm – 3.30pm : Using picture books to support curriculum in primary and pre-schools, **Zubaidah Mohsen**

TRACK E: Publishing Daily Bread

6 May

- 10am – 11am : What publishers look for in Children's and Young Adult's stories? – the real score, **Anushka Ravishankar & Sayoni Basu**
11am – 12pm : LaMB: Choosing original content – What producers look for in Scripts, **Tracy Wong**
2.30pm- 3.30pm : Self publishing: pros and cons, tricks, tips and tools, **Shamini Flint & Emily Lim**
3.45pm – 4.45pm : Heroes Inc.: How Comics Became Big Business, **Jeff Yang**
4.45pm – 5.45pm : What SCBWI Can Do For Children's Writer's and Illustrators, **Kathleen Arhens**

7 May

- 10.45am – 11.45am: Singapore Success Stories:
- The Making of *Mr. Midnight*, **Alex Chacko**
- To Save The World! - Nurturing The Next Generation of Asian Scientist, **Otto Fong**
- New Generation Writers: Writing Asia, **Emily Lim & Shekinah Linn**
10.45am – 11.45am: Publishing news for students: Values-driven journalism, **Dr. Cherian George**
2.30pm – 4.30pm : Insider's Guide to Getting Published
- Your manuscript: How do you know when you're done?, **Uma Krishnaswami**
- How editors and agents make decisions, **Anushka Ravishankar**
- What to expect in terms of contracts, advances and editing if you are accepted by a publisher, **Holly Thompson**
- The Business of Writing: Sustaining Your Writing Career, **Paul Kooperman**
3.45pm – 4.45pm : Copyright issues in the emerging world of online content, **Bill Rosenblatt**
4.45pm – 5.45pm : Adding value to your products: Printing and production techniques for children's materials, **Teri Tan**
4.45pm – 5.45pm : Multilingual Pluralities in Picture Books, **Radhika Menon**

TRACK F: Marketing and distribution – Creating Bestsellers

- 6 May**
10am – 11am : The emerging role of literary agents in Asia: How they can contribute to the development of children’s content, **Mita Kapur**
2.30pm – 3.30pm : Selling Picture Books for Young Readers, **Sayoni Basu & Clive Newman**
3.45pm – 4.45pm : Promoting Your Craft, **John Danalis & Dr. Eddie Tay**
- 7 May**
9.30am – 10.30am: The bestsellers: How children’s books are now distributed and sold, **Karina Bolasco & Clive Newman**
12pm-1pm : The Children’s Market: What has changed and what sells now?, speaker to be confirmed
3.45pm – 4.45pm: Marketing and reaching out to media savvy children, **Karina Bolasco**

TRACK G: ACWIC HIGHLIGHTS

- 6 May**
12.15pm – 1.15pm: From Page to Stage: The Art of Adaptation, **Jonathan Dorf**
- 7 May**
12pm – 1pm : Producing an Animation based on a script: The production secrets revealed, **Tracy Wong & Sung LinGun**
4.45pm – 6.15pm: Aspiring Writers: Kick Starting your Career in Writing, **Adeline Foo, Jin Pyn Lee, Sharon Ismail, Stephanie Ho, Daphne Lee**
- 8 May**
9am – 10am : What is Young Adults Fiction? Where it came from and where it is heading, **Ken Spillman, Holly Thompson, Paro Anand, Adeline Foo**
9am – 10am : Indian English Literature and International Book Prizes: How Indian writers have adapted the English language to express themselves, **Mita Kapur**
12pm – 1pm : What Makes a Good Idea: for a Story, Play or Film, **Paul Kooperman**
12pm – 1pm : Dressed for Success. Designing book covers that sell, **John Danalis**
5pm – 6pm : Writing for teenagers with special needs and youths at risk, **Paro Anand & Rukhsana Khan**
5pm – 6pm : Topic to be confirmed, **Anushka Ravishankar**
6.30pm – 7.30pm: In Conversation with **Jessie Wee** and **Margaret Lim**

Workshops

- 6 May**
6pm – 9pm : Writing Plays for Young Audiences (workshop), **Jonathan Dorf**
6pm – 9pm : Writing Young Adults Fiction (workshop), **Dr. Ken Spillman**
- 7 May**
6pm – 9pm : Storyboards and Picture Book Dummies for Good Bookmaking (workshop), **Naomi Kojima**
6pm – 9pm : Screenwriting for Young People (workshop), **Paul Kooperman**

One-on-Ones

Try out your ideas and give it your best shot. You will have the opportunity to meet with a writer, illustrator, publisher or editor individually to pitch your story ideas and get feedback. Seats are allocated on a first-come-first-serve basis. Only one piece of work will be viewed at a time slot (20 mins). More information will be available by 24 February 2010.

2. Asian Children's Publishers Symposium, 8 May 2010

Target audience: Publishers, book and media distributors, and retailers

The **Asian Children's Publishers Symposium (ACPS)** will consist of workshops from leading players within the industry, interactive panel discussions led by professionals, all designed to foster knowledge, learning and strategies for building a successful children's publishing industry.

- 9am-10.15am : Panel presentation I
- Challenges of Co-publishing and Disseminating Children's Books on Living Heritage in Asia, **Misako Ohnuki**
- Business opportunities: the children's book industry in India, **Sayoni Basu**
- Myanmar children's books and production trends, **Mra Hninzi**
- 10.30am – 11.30am: Responding to the challenges and the opportunities in publishing for children in Asia, **Teri Tan**
- 11.30am – 1pm : Publisher's Business Initiative I
ASEAN/India Writers, Illustrators and Publishers Dialogue
Facilitator: Speaker to be confirmed
Panel: **Mita Kapur, Sayoni Basu, Radhika Menon, Karina Bolasco, Risuan Aramcharoen, Teri Tan**
- 2.30pm – 3.45pm : Panel Presentation II
- The market for Asian children's books in Australia, **Lynette Thomas**
- Trends in the production of Children's books and related content in France, **Nathalie Beau**
- Picture Books: Selling Rights to Taiwan and China - What these markets are looking for
- 4pm - 5pm : The Dust and the Magic of Children's Interactive Publishing, **Warren Buckleitner**
- 5.15pm – 7pm : Publisher's Business Initiative II
Asia / Australia Writers, Illustrators and Publishers Consultation
Facilitator: **Dr. Ken Spillman**
Panel: **Clive Newman, John Danalis, Sharon Flindell, Fong Hoe Fang, Shamini Flint, Daphne Lee**

3. Asian Primary & Preschool Teachers Congress, 8 May 2010 Target Audience: Primary, preschool and kindergarten teachers and parents

Comprehensive literacy instruction aims to instill in students a vast array of skills ranging from print awareness to critical reading and creative writing. The speakers and workshop leaders at the **Asian Primary & Preschool Teachers Congress (APTC)** will collectively provide an overview of comprehensive literacy instruction and showcase its best practices to educators, teachers and parents to help bridge the gap between theory and practice.

- 9.30am – 10am: Keynote 1 – Comprehensive Literacy Instruction Programme – What Does it Constitute?, **Dr. Susan Harris-Sharples**
- 10am – 10.30am : Keynote 2 – Facilitating Literacy Development through ICT, **Dr. Mark Evan Nelson**
- 10.45am–11.45am: Concurrent Sessions
- Integrating Information Technology into the Classroom: Creating Electronic Books with Young Children to Support Literacy Learning , **Cynthia Tan & Geraldine Zuzarte**
 - Inspiring children to read & love reading: strategies that work, **Dr. George Jacobs**
 - Effective strategies for developing pupils' vocabulary, **Claire Yio**
- 12pm – 1pm : Plenary - Enhancing Reading and Writing Instruction, **Dr. Chitra Shegar & Dr. Antonia Chandrasegaran**
- 2.30pm – 3.30pm : Concurrent Sessions
- Emergent writing developmental stages and their benefits, **Dr. Susan Harris-Sharples**
 - Developing Reading Skills in Children at Risk for Reading Failure, **Sylvia Foo**
 - Introducing Literature to primary school pupils, **Dr Ballesteros Carmelita**
- 3.45pm – 4.45pm : Concurrent Sessions
- Shared Book Approach: Big Books for the Early Readers, **Dr. Maureen Khoo**
 - Digital Storytelling: the multiplier effect, **Kwah Poh Foong**
 - Effective Strategies for developing children's oral skills, **Dr. Barbara Spilchuk**

Congress Directors: Dr. Chitra Shegar and Dr. Susan Harris-Sharples

4. Asian Parents Forum, 9 May 2010 Target Audience: Primary, preschool and kindergarten teachers and parents

Asian Parents Forum (APF) workshops offer opportunities for parents, and interested individuals to get professional advice, support and information on quality content, children's growing pains, creative experience and potential so that each participant can become more confident and competent in managing the reading habits and learning needs of their children.

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| 10am – 11am | : | Brainchildren, Dilip Mukerjea |
| 11am – 12pm | : | 5 Steps to Making your Child Self-Confident, Vikas Malkani |
| 12.15pm – 1.15pm: | | Concurrent Sessions - Starting with the Parents: Strategy of using books to educate children at home, Dr. Murti Bunanta - Multicultural Literature: Looking Out to Grow Within, Daphne Lee - How to make Bed-time Storytelling fun and why it is so important, Petrina Kow |
| 2.30pm – 4.30pm: | | Values-based coaching and mentoring through Storytelling, Steve Morris |
| 4.30pm – 5.30pm: | | Concurrent Sessions - How to Successfully Incorporate Fun and Learning in Children's Workshop and Programmes, Angeline Thong - Breaking the Silence: Coping with Bullying, Esther Ng |

Registration Fees

6 – 8 May:

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| 3 Days: | S\$400 |
| Any 2 Days: | S\$300 |
| Any 1 Day: | S\$180 |
| Any 1/2 day: | S\$100 |

9 May only

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| 1 Day: | S\$90 |
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Workshops

S\$100 per workshop for festival participants
S\$150 per workshop for non-participants

One-on-Ones

S\$20 per 20mins slot for festival participants
S\$50 per 20mins slot for non-participants

Discounts

10% discount for members of Singapore Book Publishers Association and Society of Children's Book Writers and Illustrators.
Not applicable for Workshops and One-on-Ones

Disclaimer

The festival organisers reserve the right to change speakers, events and/or session times, dates, and other details as necessary.

Organisers:



Supporters:

● NAC ● MDA ● NLB ● MOE ● UNESCO ● Scholastic ● MPH ● Banyan Tree Holdings ● AECES ● Wheelock College ● Modern Montessori International ● Seed Institute ● The Society for Reading & Literacy ● Associations of Comic Artists ● LAS ● SBPA ● French Embassy ● The Little Art Academy ● CONSAL ● SOPA ● Siyahi ● AABC ● National Book Development Board of Philippines ● Asia-Pacific Writing Partnership ● IFLA ● SCBWI ● PaperTigers ● Institute of Asia and Asian Diasporas (Binghamton University – USA)