

Budding Writers

• Project 2010 •

Works by children, for children

The Budding Writers Project organised by Marshall Cavendish Education aims to promote works by children, for children. Started in 1999, it was born out of a desire to encourage young children to develop their creative writing and artistic skills.

Primary and secondary school students are encouraged to submit their stories with illustrations. These stories are reviewed by a distinguished panel of judges comprising authors and publishing professionals. Students can express their creativity and skill in a wide range of topics, which they explore through different forms that include prose, poetry or plays.

The top two winners of the Budding Writers Project will have their works published and be transformed into authors with their very own books. They will have the unique opportunity to experience the authorship process from editorial, illustration, design, printing to planning their own marketing and sales strategies, culminating in a book signing. By publishing the works of students, Marshall Cavendish Education hopes that other young writers and artists will be encouraged to work towards seeing their own works in print.

In line with this competition, Marshall Cavendish Education also organizes creative writing workshops where students are able to learn from professional trainers and improve on their writing and drawing skills.

Let your imaginations run wild and be a budding writer today!

For more information, please visit

Website: <http://www.marshallcavendish.com/education/buddingwriters>

Facebook: <http://www.facebook.com/pages/Budding-Writers-Project/89042789380>

About Marshall Cavendish Education

Marshall Cavendish Education is the leading K-12 educational publisher with more than 50 years of experience in educational publishing. Our materials have been approved and adopted in over 40 countries around the world including Singapore, USA, UK, France, Chile, Nigeria, and other South East Asia countries. We are deeply committed to developing educational materials that play a critical role in raising the quality of learning.

For more information, please visit www.marshallcavendish.com/education

Marshall Cavendish Education is a member of Marshall Cavendish Publishing Group.



The Budding Writers Project Journey

Creative Writing Camps

Usually held during the school holidays, our creative writing camps train students to think out of the box so that they can write and draw better. Through group work and the sharing of ideas, students are encouraged to be creative thinkers who are better able to express themselves while participating in the Budding Writers Project.



Learning from experienced trainers on the writing and drawing process

Behind the Scene - The Publishing Process

The winners of the Budding Writers Project have a chance to get a taste of being an author. They are led through the complete publishing process that includes editing, design, printing, sales and marketing. With this opportunity, the young authors will get to discover the joy as well as hard work involved in publishing their own books.

Editorial and Design

The budding writers work hard with the editorial team to go through their stories. The activities include checking for grammatical errors as well as culturally sensitive content!



Spotting errors and editing their work with our editors



Learning to make their illustrations 'come to life' through digital means

Converting our books into Digital Books

In 2009, Marshall Cavendish Education collaborated with its sister company Marshall Cavendish Online (formerly known as Learning EDvantage) on a new initiative to produce digital versions of the Budding Writers Project books. This was in response to the rising demand of readers for digital books today.



Understanding more about the digitalisation process of their books and recording their voices for the digital books

Printing

The budding writers visit Times Printers to know more about the printing process and witness the printing of their books.



A moment of pride for our winners – seeing the completed product of their efforts!



Sales and Marketing

A good book will not only rely on its captivating content to have a good sales record. Sales and marketing strategies must be implemented to build awareness in the consumers.

Discovering the unique selling points of their books and using their creativity to illustrate them in the marketing collateral

Media Interview

Over the years, the Budding Writers Project has captured the attention of the media in Singapore due to the uniqueness of this competition. Our young authors have the opportunity to be interviewed by reporters and experience the feeling of being a star!

Interviews with the various media to inform the public about the inspiration behind their stories and share what they have learnt



Awards Ceremony and Books Launch

The winners and finalists of the Budding Writers Project will be recognised at our awards ceremony. The two books will also be launched at the ceremony by our Guest-of-Honour!



Book Autographing and Meeting their Fans

Just like real authors, the winners of the Budding Writers Project will get to meet their readers through a book-signing session held in Times bookstores!



A fruitful and special evening spent interacting with their readers and autographing their books

