



Asian Festival of
Children's Content

2011

Asian Content for the World's Children

26 - 28 May 2011
The Arts House

Organised by:

THE
ARTS
HOUSE





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MESSAGE



Welcome to the Asian Festival of Children's Content (AFCC) 2011. Last year's conference, our inaugural one, drew the world's attention to reading and educational material with Asian content. It showcased quality Asian content, the best books, films, and multi-media and promoted an understanding of, and love for, the literary and visual arts.

This year, we ask ourselves: As technology puts media access into children's pockets and bedrooms, how do content makers reach out to "digital" children?

Once upon a time, children explored the world through books in public libraries, in their homes, in their schools. They turned them ride side and upside-down, broke their spines, and occasionally drew on their covers. These books were much loved.

Books are still around, but they are looking different. Today, many children are more likely to flick their index fingers across a screen than turn the pages of a book. (These devices are much loved, too!)

Indeed, for the co-organisers of AFCC (the National Book Development Council of Singapore and The Arts House), there seems no better time than now to address the best ways to reach children—with distinctly Asian content.

Our mission is broad—to foster excellence in the creation, production, publication and distribution of children's materials with Asian content in all formats—and our vision is far reaching—to provide the world's children with quality Asian content for education and entertainment—and we hope to continue this conversation over the next three days and beyond.

Let us celebrate, contemplate and collaborate on exciting new ways to engage, educate and empower the world's children on a global stage through uniquely Asian content. On behalf of the team, I wish all a fruitful and enriching time at this year's Asian Festival of Children's Content.

Claire Chiang

Chairman

Board of Advisors

Asian Festival of Children's Content

MESSAGE

The inaugural AFCC 2010 which was the culmination of 10 years of the Asian Children`s Writers and Illustrators Conference was a staggering success.

Its objectives were to:

1. Develop children`s materials with Asian content for information, education and entertainment.
2. Promote publishing of Asian children`s content in all formats.
3. Provide children in Asia and the world with ready and easy access to Asian content.

Last year, over 70 speakers from 15 countries presented more than 70 workshops and panel discussions. They were supported by 700 participants from 20 countries.

In response to participants` feedback we have introduced a new feature on Media for children - the Asian Children`s Media Summit 2011. It features excellent speakers and topics that would be of interest to all those working with young people. For the first time in this Festival we have included programmes in the official languages in Singapore. This will continue to be a regular part of AFCC from now on. This is a welcome development as it signifies that the Festival has emerged to cater for all the main language groups in Singapore. No other Festival in the world on children`s content organises programmes in more than one language and this makes AFCC a truly unique event.

Two additional features this year are the presentation of the inaugural awards – the Scholastic Asian Book Award, the Hedwig Anuar Children`s Book Award, and the introduction of the Singapore Children`s Literature Lecture. We are honoured to have the President of Timor – Leste to present the awards and deliver the Singapore Children`s Literature Lecture. We would also like to announce at this juncture that the Book Council is looking for sponsors to support the proposed Asian Children`s Book Illustrators Award. Interested corporations or individuals are kindly requested to contact the Council`s Secretariat for further details.

This year, we have also deliberately reduced the number of sessions to allow participants more time to network and get to know the delegates.

The AFCC 2011 programmes were designed and executed by professionals who had volunteered their services willingly. The Book Council is indebted to them for their commitment and professionalism. I wish to take the opportunity also to thank all speakers, sponsors, the Chairman and members of the Board of Advisors, the Chairman and members of the Executive Committee and the CEO and staff of The Arts House for their support. All participants of the Festival would greatly benefit from their contribution.

R Ramachandran

Festival Director

Asian Festival of Children`s Content



MESSAGE



A leading children's educator once recounted to me how she, as a child, after encountering CS Lewis' *"The Lion, The Witch and the Wardrobe"*, had dug through carefully folded towels and linen in her own wardrobe with the gleeful hope of finding her own *"Narnia"*, much to her parent's chagrin. Her parents' reaction made me realise just how easy it is to lose one's sense of imagination in our very 'practical' world/society.

I feel that it is pertinent to retain a fraction of that childlike wonderment in all of us and ensure that we – particularly our children and future generations, never lose that child-like wonderment, imagination and curiosity because they will inhabit a future world and solve with new puzzles and challenges which may not even exist today. I believe we need to inspire and open new worlds to our children and allow the continual hope to dream and imagine when reading that book you have written or are about to write? Herein lies in the content.

This is the very reason why The Arts House together with the National Book Development Council of Singapore decided to initiate the 1st Asian Festival of Children's Content in 2010 and is pleased to be co-organising again this year. The Arts House recent announcement on the 26th of March (as part of its 7th anniversary celebration) on its plans to be a leading multi-disciplinary arts centre with a literary focus would augur well for this festival.

This year, we are most pleased to have with us 1996 Nobel Peace Prize laureate HE President Jose Ramos-Horta of Timor-Leste who last year co-wrote a children's book *"A Boy And A Crocodile Travel Through Time"*. I have not read the book but I am sure we do see parallel lines with the opening of "one's wardrobe and uncovering new *Narnia"*. HE President Jose Ramos-Horta gracious acceptance to be part of this festival is a tremendous boost to the many children writers of our region.

Finally, I would urge all our participants this year to take this opportunity to stimulate, exchange ideas, never stop asking the "what ifs" and continue to support this festival.

Enjoy!

Colin Goh
CEO, The Old Parliament House Ltd.

ABOUT THE ORGANISERS



The Arts House

Occupying the almost 200 year old building that was Singapore's first Parliament House, The Arts House since its opening in 2004 has been offering its visitors a broad spectrum of activities ranging from contemporary arts & entertainment events to lifestyle options, at the same time playing an active role in the Singapore arts and creative scene.

From 2011, The Arts House will focus on the development of Literary Arts in Singapore while supporting and presenting programmes and events that aim to give a wider and multi-disciplinary experience. The Arts House is managed by The Old Parliament House Limited, a not-for-profit full-service arts management company limited by guarantee.

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National Book Development Council of Singapore

The National Book Development Council of Singapore is a non-profit charitable institution founded in 1969. The Book Council's objective is to establish and develop Singapore as the Asian centre for publishing and literary arts. In pursuance of this objective, the Council works in partnership with Government agencies, private corporations and professional associations to deliver a variety of outstanding talks, seminars, workshops and conferences related to storytelling, reading, writing and publishing.

The Book Council presents three prestigious book awards — Singapore Literature Prize, Hedwig Anuar Children's Book Award and Scholastic Asia Book Award. It also manages the Centre for Literary Arts and Publishing and Singapore Writers Centre.

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FESTIVAL CALENDAR

Pre-festival Events *(free admission and open to public)*

**25
May
Wed**

PROGRAMME	SPEAKERS	TIME	VENUE
A Collective Book Launch	by Coonoor Kripalani, Singapore	4.00pm - 5.30pm	Living Room
Panel Discussion: Building a Nation of Readers via Web 2.0: An Introduction to Kidlitosphere and the YA Blogosphere.	by Corinne Robson, Canada, Tarie Sabido, Philippines and Rhoda Myra Garces-Bacsal, Singapore	5.30pm - 7.00pm	Gallery

**26-28
May
Thur-Sat**

Media Mart *(free admission and open to public)*

Media Mart aims to be a place where trade visitors can network and exchange information and services. Here, writers, illustrators, digital artists, producers and designers get together to convert this Asian content into comics, books, eBooks, graphic novels, videos, films and educational games, and work together to distribute quality Asian content to children in Asia and around the world.

Members of the public can purchase materials suitable for their children at the Media Mart. These materials are not readily available in Singapore.

TIME	VENUE
9.30pm - 7.30pm	Blue Room

In Partnership with:



MarketAsia Distributors (S) Pte Ltd is considered one of Singapore's largest distributors of locally published books. Established since 1987, MarketAsia Distributors handles the distribution of books and magazines for publishers and self-published authors in the region.

601 Sims Drive, #04-05, Pan-I Complex, Singapore 387382
Tel: (65) 67448483 / (65) 67448486
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Website: www.marketasia.com.sg

Book Illustrators' Gallery *(free admission and open to public)*

PROGRAMME	TIME	VENUE
The Book Illustrators' Gallery (BIG) is an art exhibition, which aims to showcase illustrations from artists from around the region, and a platform for the promotion of local and regional artists. Their works go beyond genres and borders and contribute towards creating awareness of Asian traditions and heritage. It also helps to publicise the great business potential in creating and distributing Asian content throughout Asia and the rest of the world.	9.30pm - 7.30pm	Film Gallery & Print Gallery

In Partnership with:



Asian Children's Writers & Illustrators Conference

26
May
Thur

PROGRAMME	SPEAKERS	TIME	VENUE
Registration		8.30am – 9.30am	
Welcome Note	by R.Ramachandran, Conference Director, Singapore		Chamber
Keynote: What is the Future of Children's Publishing?	by Stephen Mooser, US	9.30am – 10.15am	Chamber
The Global Market for Asian Children's Books: What Travels, What Doesn't . . . and Why?	by Neal Porter, US Facilitator: Mio Debnam, Hong Kong	10.30am – 11.30am	Play Den
It Takes Two (or More) to Tango: Collaborating with an Illustrator, Musician, or Animator	by Christopher Cheng, Australia Facilitator: Rhoda Myra Garces-Bacsal, Singapore	10.30am – 11.30am	Gallery
The Importance of Place in Children's Literature; How to Make the Most of "Regional" Writing	by Liz Rosenberg, US Facilitator: Dianne Wolfer, Australia	10.30am – 11.30am	Living Room
Author/Illustrator School Visits: Developing Your Best Programmes	by Holly Thompson, US/Japan Facilitator: Evelyn Wong, Singapore	10.30am – 11.30am	Screening Room
The Role of an Agent and De-mystifying the Publishing Process, Cradle to Grave	by Kelly Sonnack, US Facilitator: Linda Tan, Malaysia	12.00pm – 1.00pm	Play Den
Mythical Stories & Images of Asia	by Choi YangSook, Korea/US Facilitator: Holly Thompson, US/Japan	12.00pm – 1.00pm	Gallery
The Representation of the Island as Space/Place in Film and Picture Books	by John Mckenzie, New Zealand Facilitator: Anushka Ravishankar, India	12.00pm – 1.00pm	Living Room
Rediscovering the Lyric and Narrative in Children's Poetry	by Desmond Kon, Singapore Facilitator: Sunita Sharma, Singapore	12.00pm – 1.00pm	Screening Room
Lunch		1.00pm – 2.30pm	
Boys Will Be Boys: Writing to Engage Boys	by Ken Spillman, Australia Facilitator: Desmond Kon, Singapore	2.30pm – 3.30pm	Play Den
Panel Critique: First Look (for Illustrators and Authors-Illustrators)	Chaired by Kathleen Ahrens, Hong Kong Panelists: • Che Mazlan Saad, Malaysia • Mio Debnam, Hong Kong • Neal Porter, US • Wong Kok Cheong, Singapore	2.30pm – 4.00pm	Gallery
Exploring History Through Children's Literature	by Dianne Wolfer, Australia Facilitator: Faye Yeoh, Singapore	2.30pm – 3.30pm	Living Room
On Fairies (<i>Diwata</i>), Mousedeeers (<i>Sang Kancil</i>), Merpeople, and Magic Spells – Threads that Bind Children's Tales from Singapore, Philippines, Malaysia and Indonesia	by Rhoda Myra Garces-Bacsal, Singapore Facilitator: Pooja Makhijani, US/Singapore	2.30pm – 3.30pm	Screening Room
Going Independent? Some Dos and Don'ts, Wills and Won'ts	by Emily Lim & Leigh Cunningham, Singapore Facilitator: Stephen Mooser, US	4.00pm – 5.00pm	Play Den
The Illustrator Who Wants to Write	by Choi YangSook, Korea/US Facilitator: Manas R. Mahapatra, India	4.30pm – 5.30pm	Galley

26
May
Thur

PROGRAMME	SPEAKERS	TIME	VENUE
Bringing Art to Children: The Making of Salted Fish, A Picture Book by the National Art Gallery, Singapore	by Yeo Wei Wei, Ye Shufang and James Teo, Singapore Facilitator: Faye Yeoh, Singapore	4.00pm - 5.00pm	Living Room
A Book Reviewer Speaks: Trends in Children's Literature in America	by Liz Rosenberg, US Facilitator: Desmond Kon	4.00pm - 5.00pm	Screening Room
Of Power and Emotions: Writing Fiction for Young Adults	by Holly Thompson, US/Japan Facilitator: Yeo Wei Wei, Singapore	5.30pm - 6.30pm	Play Den
Developing Your Book into an Animation Property	by Wong Kok Cheong, Singapore Facilitator: Evelyn Wong, Singapore	5.45pm - 6.45pm	Gallery
More than Monkeys, Maharajahs and Mangoes: An Overview of South Asian Literature for Kids	by Pooja Makhijani, US/Singapore Facilitator: Christine Chen, Singapore	5.30pm - 6.30pm	living Room
How to Market Yourself as a Writer or Illustrator	by Christopher Cheng, Australia Facilitator: Herald Bangras, Singapore	5.30pm - 6.30pm	Screening Room
SCBWI Asia Pacific Meeting (by invitation only)		6.30pm - 8.30pm	The Hall, Annex Building



Illustration by Susanna Goho-Quek

Asian Children's Writers & Illustrators Conference and Asian Children's Publishers Symposium

27
May
Fri

PROGRAMME	SPEAKERS	TIME	VENUE
Registration		8.30am – 9.30am	
Asian Children's Publishers Symposium Welcome Note	by June Oei, Symposium Director, Singapore		Gallery
Keynote 1: A Rose by any Other Name is Still a Rose – Asian Children's Content Revisited	by Helen McAleer, UK	9.30am – 10.30am	Gallery
Keynote 2: The Book is Here to Stay	by Duncan Newton, China	10.30am – 11.30pm	Gallery
Asian Children's Writers & Illustrators Conference Getting Published: A Candid Discussion with a Writer and a Publisher	by Liz Rosenberg & Neal Porter, US Facilitator: Linda Tan, Malaysia	9.30am – 10.30am	Play Den
Creating Your Own Storyboard	by Choi YangSook, Korea/US	9.30am – 12.30pm	Living Room
Negotiating the Folktale	by John Mckenzie, New Zealand Facilitator: Rhoda Myra Garces-Bacsal, Singapore	9.30am – 10.30am	Screening Room
Asian Children's Writers & Illustrators Conference Panel Critique: First Pages (for Writers)	Chaired by Kathleen Ahrens, Hong Kong Panelists: • Stephen Mooser, US • Mio Debnam, Hong Kong • Kelly Sonnack, US • Sayoni Basu, India	9.30am – 11.00am	The Hall
Turning Life Experiences Into Fiction	by Dianne Wolfer, Australia Facilitator: Sunita Sharma, Singapore	10.45am – 11.45am	Play Den
Illustrating in the Digital Age	by Nina Sabnani, India Facilitator: Gavin Bishop, New Zealand	10.45am – 11.45am	Screening Room
Asian Children's Publishers Symposium Parallel: Asian Markets and Experiences	Panelists: • Sayoni Basu, India • Le Phuong Lien, Vietnam • Linda Tan, Malaysia Moderator: Jyoti Ramesh, Singapore	12.00pm – 1.00pm	Play Den
Asian Children's Publishers Symposium Parallel: A Runaway Success: A Case Study of Children Content that Made it Big	by Neal Porter, US Facilitator: Holly Thompson, US/Japan	12.00pm – 1.00pm	Gallery
Asian Children's Publishers Symposium Parallel: Graphic Novels & the Manga Rave – What's it all About and Why it's so Big	by Kenny Chan & Malini Roy, Singapore Facilitator: Timothy Tan, Singapore	12.00pm – 1.00pm	Screening Room

27
May
Fri

PROGRAMME	SPEAKERS	TIME	VENUE
Lunch		1.00pm - 2.30pm	
Asian Children's Publishers Symposium Plenary: E-content: Why We Should All Pay Attention	by Stanley Han, Singapore Facilitator: Woon Chet Choon, Singapore	2.30pm - 3.30pm	Gallery
Asian Children's Writers & Illustrators Conference The Children's Market: What Has Changed and What Sells Now	by Kelly Sonnack, US Facilitator: Dianne Wolfer, Australia	2.30pm - 3.30pm	Play Den
Asian Children's Writers & Illustrators Conference Writing Chapter Books For Boys	by Stephen Mooser, US	2.30pm - 5.30pm	Living Room
Asian Children's Writers & Illustrators Conference Adaptation: At Best, Metamorphoses; At Worst, Just a Mess	by Arvind Ethan David, UK Facilitator: Herald Bangras, Singapore	2.30pm - 3.30pm	Screening Room
Asian Children's Publishers Symposium Parallel: Case Study: E-content - A Publisher's Journey	by Julia Posen, UK & Wong Kok Cheong, Singapore Facilitator: David Fedo, Singapore	3.45pm - 4.45pm	Gallery
Asian Children's Publishers Symposium Parallel: The Engineering and Publishing Genius of Pop Up Books	by Tien Wah Press, Singapore	3.45pm - 4.45pm	Play Den
Asian Children's Writers & Illustrators Conference Evoking Imagination in Illustration and Animation Films	by Nina Sabnani, India Facilitator: Gavin Bishop, New Zealand	4.00pm - 5.00pm	Screening Room
Asian Children's Publishers Symposium The Future is in our hands: Industry Hotspot Kick Off - Hotspot topics 1) Authorship 2) The Publishing Process 3) Marketing 4) International Distribution Reach	Facilitator: Fran Lebowitz, US/Singapore Facilitator: Joy Tan, Singapore Facilitator: Julia Posen, UK Facilitator: Chua Hong Koon, Singapore	5.00pm - 6.15pm	Gallery
Singapore Children's Literature Lecture and Awards Presentation Ceremony	by H.E. Dr. Jose Ramos-Horta, Nobel Peace Prize Winner and Author of <i>The Lost World of Timor-Leste</i> , President of the Democratic Republic of Timor-Leste Emcee: Nury Vittachi, Hong Kong	6.30pm - 9.15pm	Chamber

Illustration by Susanna Goho-Quek



Asian Children's Media Summit and Asian Primary & Preschool Teachers Congress

**28
May
Sat**

PROGRAMME	SPEAKERS	TIME	VENUE
Registration		8.30am - 9.30am	
Asian Primary & Preschool Teachers Congress Welcome Note	by Chitra Shegar, Congress Director, Singapore		Chamber
Keynote 1: Engaging and Extending Children's Language Knowledge and Use Through Storybooks	by Susan-Harris Sharples, US	9.30am - 10.15am	Chamber
Storytelling: Stone Soup	by Kiran Shah, Singapore/Australia	10.15am - 10.25am	Chamber
Symposium 1: Developing Children into Avid Readers	by Seng Kang Primary School, Singapore Facilitator: Chitra Shegar, Singapore	10.25am - 11.15am	Chamber
Asian Children's Media Summit Welcome Note	by Joanne Teoh, Summit Director, Singapore	9.30am - 10.15am	Gallery
Keynote: Decoding the Digital Kid	by Warren Buckleitner, US		
Plenary: The Digital Landscape - What Kids Want	<ul style="list-style-type: none"> • John Thet, Singapore • Yvone Foong, Singapore • Tim Levell, UK Moderator: Greg Childs, UK	10.15am - 11.15am	Gallery
Asian Primary & Preschool Teachers Congress Parallel: Using the Craft of Creative Writing in the Classroom	by Pooja Makhijani, US/Singapore Facilitator: Serene Wee, Singapore	11.45am - 12.45pm	The Hall
Asian Primary & Preschool Teachers Congress Parallel: Supporting Young Children's Writing Development through Encouraging Developmental Spelling	by Susan-Harris Sharples, US Facilitator: Susan Fedo, Singapore	11.45am - 12.45pm	Chamber
Asian Primary & Preschool Teachers Congress Parallel: What do Children Look Forward to in a Picture Book	by Mahendran Maniam, Malaysia Facilitator: Manas R. Mahapatra, India	11.45am - 12.45pm	Play Den
Asian Children's Media Summit Parallel: The Future of Media in Children's Education	by Elvina "Rina" Lopez-Bautista, Philippines	11.45am - 12.45pm	Screening Room
Asian Children's Media Summit Parallel: Digital Trends and Its Impact on Children's Books	by Richard Wan, Singapore Facilitator: Angelia Poon, Singapore	11.45am - 12.45pm	Gallery
Lunch		12.45pm - 2.15pm	
Asian Primary & Preschool Teachers Congress Welcome Back	by Susan Harris-Sharples, Congress Director, US	2.15pm - 3.00pm	Chamber
Keynote 2: New Tools for an Old Job: A Survey of Apps for Literacy	by Warren Buckleitner, US		
Symposium 2: - Content and Illustrations in Children's Books - Fostering a Love for Reading & Learning in the 21st Century	by Leigh Cunningham, Singapore by Nooraini M Nor, Malaysia Facilitator: David Fedo, Singapore	3.15pm - 3.45pm 3.45pm - 4.15pm	Chamber
Asian Children's Media Summit Roundtable: Of Naga & Bidadari: Asian Stories for Global Kids	<ul style="list-style-type: none"> • Elvina "Rina" Lopez-Bautista, Philippines • John Thet, Singapore • Sayoni Basu, India Moderator: Kenneth Liang, Singapore	2.15pm - 3.15pm	Gallery

**28
May
Sat**

PROGRAMME	SPEAKERS	TIME	VENUE
Asian Children's Media Summit Roundtable: Kidswise: Raising Cyberfit Kids	<ul style="list-style-type: none"> • Allein Moore, Singapore • Poh Yeang Cherng, Singapore Moderator: Joanne Teoh, Singapore	2.15pm - 3.15pm	Screening Room
Asian Children's Media Summit Parallel: eBooks, Apps, iPads and the Content Creators	by Christopher Cheng, Australia Facilitator: Mio Debnam, Hong Kong	3.45pm - 4.45pm	Gallery
Asian Children's Media Summit Parallel: Media Use Among Youths in Singapore	by Brian Lee, UniSIM, Singapore Facilitator: Koh Juat Muay, Singapore	3.45pm - 4.45pm	Screening Room
Asian Primary & Preschool Teachers Congress Parallel: Teaching Prediction Strategies Using the Short Film	by Dennis Yeo, Singapore	4.45pm - 5.45pm	Chamber
Asian Primary & Preschool Teachers Congress Parallel: A Multi Approach: Adult's Role in Literacy Development Through Play	by Lily Wong & Emily Ho, Singapore Facilitator: Kiran Shah, Singapore/Australia	4.45pm - 5.45pm	Play Den
Asian Primary & Preschool Teachers Congress Parallel: Writing Fundamentals	by Leigh Cunningham, Singapore Facilitator: Serene Wee, Singapore	4.45pm - 5.45pm	The Hall
Asian Children's Media Summit Plenary: Broadcasters and the Cross Platform Revolution	<ul style="list-style-type: none"> • Tim Levell, UK • Catherine Yap, Singapore • Syahrizan Mansor, Singapore Moderator: Greg Childs, UK	5.00pm - 6.00pm	Gallery
Asian Primary & Preschool Teachers Congress Parallel: Boys and Reading	by Chitra Shegar, Singapore Facilitator: Nancy J. Johnson, Singapore	6.00pm - 7.00pm	Chamber
Asian Primary & Preschool Teachers Congress Parallel: When to Teach Infant/Toddler to Read?	by Lily Wong, Singapore Facilitator: Susan Fedo, Singapore	6.00pm - 7.00pm	Play Den
Asian Children's Media Summit Roundtable: Blockbusters - The Muse in the Screen	<ul style="list-style-type: none"> • Arvind Ethan David, UK • James Toh, Singapore • Yvone Foong, Singapore Moderator: Viswa Sadasivan	6.15pm - 7.00pm	Gallery
Asian Primary & Preschool Teachers Congress Parallel: Using Immersive Technology to Help Students Improve their Reading and Writing Skills	by Benson Loo, Singapore Facilitator: Christine Chen, Singapore	6.00pm - 7.00pm	Screening Room

Specialised Workshops

PROGRAMME	SPEAKERS	TIME	VENUE
Writing Stories for Picture Books (in Mandarin)* 儿童图书写作	by Chen Chih-Yuan, Taiwan 陈致元, 台湾	9.30am - 12.30pm	Living Room
Picture Book Production Workshop (in Malay)* Bengkel Menghasilkan Buku Bergambar	by Yusof Gajah, Malaysia & Murti Bunanta, Indonesia	1.30pm - 4.30pm	Living Room

Post-festival programmes

PROGRAMME	SPEAKERS	TIME	VENUE
Masterclass on Picture Books*	<ul style="list-style-type: none"> • Anushka Ravishankar, India • Gavin Bishop, New Zealand • John McKenzie, New Zealand 	10am – 6.00pm	Gallery
Specialised Workshop: Illustrating Picture Books (in Mandarin)* 儿童图书插画	by Chen Chih-Yuan, Taiwan 陈致元, 台湾	10am – 1.00pm	Living room

29
May
Sun

PROGRAMME	SPEAKERS	TIME	VENUE
Masterclass on Picture Books*	<ul style="list-style-type: none"> • Anushka Ravishankar, India • Gavin Bishop, New Zealand • John McKenzie, New Zealand 	10am – 6.00pm	Gallery

30
May
Mon

Disclaimer

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

* A separate registration fee applies for Specialised Workshops (in Mandarin and Malay) and Masterclass on Picture Books.



Illustration by Susanna Goho-Quek

4.00pm – 5.30pm / Living Room

A Collective Book Launch

by Coonoor Kripalani, Singapore

Known for her bilingual children's books (in English and Hindi), Coonoor Kripalani will launch her 3 books: *Jungle Animals* which tells of the adventures of Titli in the jungle where she meets her animal friends; *Market* which tells the story of Frog and Titli going to the market, meeting their friends and discovering the exciting foods, flowers and toys for sale; and *In The Park*, where Squirrel introduces Titli to her bird and animal neighbours, as they watch people and children in the Park.

Guest of Honour: Mr. T C A Raghavan,
High Commissioner of India to Singapore

5.30pm- 7.00pm / Gallery

Panel Discussion:

Building a Nation of Readers via Web 2.0:

An Introduction to Kidlitosphere and the YA Blogosphere

by Corinne Robson, Canada, Tarie Sabido, Philippines and Rhoda Myra Garcés-Bacsal, Singapore

What is the Kidlitosphere?

The Kidlitosphere is an international community of reviewers, librarians, teachers, authors, illustrators, publishers, parents, and other book enthusiasts who blog about children's and young adult (YA) literature. It's a passage to the wonderful variety of resources available from the society of bloggers in children's and YA literature.

Blogging

Blogging is the 21st century's "word-of-mouth marketing", and it is presently one of the most popular ways to market and celebrate children's and YA literature. Harvest this very powerful tool for promoting Asian children's and YA books, and reach international audiences.

Reach out to your current and prospective readers who are on the Internet.

Come, Learn and Share:

- The kidlitosphere and YA blogosphere.
- Building international networks, partnerships, and collaborations with authors, illustrators, educators, parents, and avid readers.
- Challenges faced in using Web 2.0 tools to promote readership in children's literature and YA fiction – blog events, reading challenges, and literature-related events across the globe.

ASIAN CHILDREN'S WRITERS & ILLUSTRATORS CONFERENCE

26-27
May
2011

Conference Director: R Ramachandran,
Executive Director, National Book Development Council of Singapore, Singapore

Conference Consultant: Pooja Makhijani,
Editor and Author, US/Singapore

Do you write stories or publish content for young readers? Or are you a writer/illustrator of children's books? Whatever your publishing goals, objectives as a writer or teacher of children, the **Asian Children's Writers and Illustrators Conference (ACWIC) 2011** is the place to be, to network and do business with publishing professionals, from first-time authors to seasoned editors. Book your place now!

For: Writers, illustrators, preschool and primary school teachers, publishers, librarians, literary agents, distributors and retailers, translators, and other professionals related to children's content.

26 May / 8.30am – 9.30am
Registration

26 May / 9.30am – 10.15am / Chamber
Welcome Note

by R Ramachandran, Conference Director, Singapore

Keynote: What is the Future of Children's Publishing?

by Stephen Mooser, President of the Society of Children's Book Writers and Illustrators (SCBWI), US

Jeff Kinney's best-selling series, "*Diary of a Wimpy Kid*," was originally published online, not on paper. The online version of the book gets 70,000 hits a day. So, what is he doing still publishing books on paper? Children's books are important to the survival of publishing as a whole. However, we need to be mindful of differences in children's publishing in the 20th century and the challenges that await the children's publishing industry in the upcoming years.

■ ALCHEMY OF WRITING

26 May / 10.30am – 11.30am / Living Room
The Importance of Place in Children's Literature; How to Make the Most of "Regional" Writing

by Liz Rosenberg, US

Facilitator: Dianne Wolfer, Australia

Southern American author Eudora Welty has written about "the importance of place" in her own writing. Prize-winning author Liz Rosenberg, poet, novelist and children's book author, talks about the role that location and culture plays in

great writing for young people. Writers struggling to make use of local culture, scene, experience etc. will find this session invaluable in developing tools for their own writing. Bring a pen and some papers, as informal writing will be encouraged (though not required!).

26 May / 12.00pm – 1.00pm / Gallery
Mythical Stories and Images of Asia

by Choi YangSook, Korea/US

Facilitator: Holly Thompson, US/Japan

What is the connection between a Chinese dragon and the number nine? We know about Middle Earth and wizards and witches at Hogwarts. But how have Asian writers and illustrators used their own histories? Are there legends, myths, and stories that need to be told once again?

26 May / 2.30pm – 3.30pm / Play Den
Boys Will Be Boys: Writing to Engage Boys

by Ken Spillman, Australia

Facilitator: Desmond Kon, Singapore

From *Biggles* to *Captain Underpants*, the reading tastes of boys have always differed from those of their female contemporaries. It's an unpalatable fact, however, that a majority of today's reluctant readers are boys, and that some boys don't read at all. Where does the fault lie? What are the broad consequences? What can writers, publishers, parents and educators do about it? Ken Spillman was a boy once, and is now well-known as a writer and speaker. In this session, he will discuss gender issues for writers and those committed to connecting books with tomorrow's men.

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Exploring History Through Children's Literature

by Dianne Wolfer, Australia

Facilitator: Faye Yeoh, Singapore

Dianne Wolfer's historical picture books have won a children's choice award, been shortlisted for an historical fiction award, and translated into Japanese. So how does an author know which stories will appeal to children? And what research methods do she use? Dianne will answer these and other questions giving examples and background from her historical picture books, *Lighthouse Girl* and *Photographs in the Mud*.

26 May / 5.30pm – 6.30pm / Play Den

Of Power and Emotions: Writing Fiction for Young Adults

by Holly Thompson, US/Japan

Facilitator: Yeo Wei Wei, Assistant Director,
The National Art Gallery, Singapore

Writing young adult (YA) fiction involves much more than creating a teenage protagonist. This session will explore current definitions of YA fiction and demonstrate the range of styles and genres evident in YA fiction published in major markets today. The unique role of YA fiction will be discussed, as well as basic considerations for writers such as typical word count, audience age level and point-of-view. Challenges in crafting believable dialogue, developing characters that resonate with teens, and establishing a distinct voice will be included. Some typical first-time YA author mistakes will be shared, along with advice and resource lists for writers in Asia tackling YA fiction.

27 May / 10.45am – 11.45am / Play Den

Turning Life Experiences Into Fiction

by Dianne Wolfer, Australia

Facilitator: Sunita Sharma, Singapore

During this practical session, award-winning YA and children's author Dianne Wolfer will suggest ways that emerging writers can draw on personal experience, family history and daily events to create fiction and non-fiction for a cross-section of markets. Dianne will share tips for developing ideas, characters and settings. She will also discuss various ways to market and share your completed stories.

27 May / 2.30pm – 5.30pm / Living Room

Writing Chapter Books For Boys

by Stephen Mooser, US

It is a common belief that boys don't like to read. Perhaps the real problem is that there are not enough good books out there that interest boys. In this workshop, Stephen Mooser, author of more than 60 books for children, most of them chapter books aimed at boys, will lead the class through a series of exercises designed to develop characters and plots that will entice kids, especially boys, to pick up your book, and then to keep turning the pages.

■ ILLUSTRATORS' PALETTE

26 May / 4.30pm – 5.30pm / Gallery

The Illustrator Who Wants to Write

by Choi YangSook, Korea/US

Facilitator: Manas R. Mahapatra, National Book Trust, India

For anyone who is a visual artist first, writing can be tricky. Your visual thinking process will influence what and how you write. The challenge is to find a balance between drawing and writing to tell a story that reads well and captures readers' minds. We will look at creative ways in developing your own writing skills that work best for you.

27 May / 9.30am – 12.30pm / Living Room

Creating Your Own Storyboard

by Choi YangSook, Korea/US

Children respond better to images than words, whether it's in picture books or graphic novels. How do artists strengthen the art of visual storytelling to lead and engage our young readers effectively? We will look at various book illustrations and focus on pagination, sequence, composition, and atmosphere. There will be a silent visual storytelling game for everyone to participate in, followed by an exercise of creating your own storyboard. Please bring your own sketch pad and drawing tools.

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27 May / 10.45am – 11.45am / Screening Room

Illustrating in the Digital Age

by *Nina Sabnani, India*

Facilitator: Gavin Bishop, New Zealand

Image-making has been dramatically influenced by digital media and it is hard to imagine the absence of digital tools in the publication of illustrated books. Today, digital tools shape and influence approaches to image-making and image-manipulations which in turn redefine the role and skills sets of an illustrator. Digital media allows for a rich collaboration between the hand and the machine amongst other possibilities. For an artist who chooses to mediate between the two realms, it offers rich opportunities to bring together different sensibilities, where one may inspire the other. Nina Sabnani will also show two films *Mukand and Riaz*, and *The Stiches Speak*, that were later adapted as illustrated books for children. Both films and books were made using digital tools and hand-crafted embroideries by traditional artists.

27 May / 4.00pm – 5.00pm / Screening Room

Evoking Imagination in Illustration and Animation Films

by *Nina Sabnani, India*

Facilitator: Gavin Bishop, New Zealand

The process of creating and receiving images is interactive and the author/illustrator is always in a dialogue with the reader. In this respect, both illustration and animation have inherent qualities that trigger the imagination of the artist and the reader/viewer. To demonstrate this, Nina Sabnani will share about her collaborative work with the storytellers and traditional artists from Rajasthan to create the book *Home* which is used to elicit stories from children. The book is inspired by the Kaavad portable shrine, and is designed to encourage children to tell their own stories by interacting with the images. She will also show a short animation film that is based on one of the Kaavad tales.

■ **INSIDER'S GUIDE TO GETTING PUBLISHED**

26 May / 10.30am – 11.30am / Gallery

It Takes Two (or More) to Tango: Collaborating with an Illustrator, Musician, or Animator

by *Christopher Cheng, Australia*

Facilitator: Rhoda Myra Garces-Bacsal, Singapore

This session will examine the ins and outs of working with another creative force to produce a work. Christopher has recently provided the lyrics for a children's musical and the text for a picture book and he is currently developing a script for an animation. He will discuss the challenges and the joys of creating these works with other people.

26 May / 12.00pm – 1.00pm / Play Den

The Role of an Agent and De-mystifying the Publishing Process, Cradle to Grave

by *Kelly Sonnack, US*

Facilitator: Linda Tan, Director, Yusof Gajah Lingard Literary Agency, Malaysia

The journey that a traditionally published book takes is a long (and sometimes circuitous) one. Using real-life examples, Kelly will de-mystify that process by explaining industry lingo, how a book gets sold (including how an auction works), what subrights are and why they're important, what agents and editors do (and don't do), and other important parts of a book's life.

26 May / 4.00pm – 5.00pm / Play Den

Going Independent? Some Dos and Don'ts, Wills and Won'ts

by *Emily Lim & Leigh Cunningham, Singapore*

Facilitator: Stephen Mooser, US

What do you need to consider when self-publishing your work? How do you market your books and what platforms are most helpful? Award-winning independent authors, Leigh Cunningham and Emily Lim share their dos and don'ts and wills and won'ts to help you on your own publishing journey.

26 May / 4.00pm – 5.00pm / Living Room

Bringing Art to Children: The Making of Salted Fish, A Picture Book by the National Art Gallery, Singapore

by *Yeo Wei Wei, Ye Shufang and James Teo, Singapore*

Facilitator: Faye Yeoh, Singapore

Salted Fish is the first title in the Dreaming Art Series, which celebrates the enduring legacy of Asian artists through the creation of new art in

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picture books. For each title, a writer and an artist/illustrator work together to produce a story featuring an iconic work of art. The series aims to provide fun and engaging avenues of introducing art to children. In this panel the author Yeo Wei Wei, illustrator Ye Shufang, and book designer James Teo from ampulets, will share their experience of working together to create *Salted Fish*.

26 May / 5.45pm – 6.45pm / Gallery
Developing Your Book into an Animation Property

by Wong Kok Cheong, Singapore
Facilitator: Evelyn Wong, Singapore

It takes more than one to turn the content of a storybook into a TV series and/or movie. There are various forms of participation which the original writer, creator or illustrator can partake in the production process. We'll also discuss the transforming of illustrations of a book into a form which is suitable to be adapted in an animation production and the exploration of ideas into multiple platforms in the various media forms.

27 May / 9.30am – 10.30am / Play Den
Getting Published: A Candid Discussion with a Writer and a Publisher

by Liz Rosenberg & Neal Porter, US
Facilitator: Linda Tan, Director, Yusof Gajah Lingard Literary Agency, Malaysia

If you are a writer who is planning to pitch your manuscript to agents or publishers or an artist looking to illustrate picture books, you need to know how the business side of publishing works, including what you can expect to get for your work, and where the pitfalls are and how to avoid them. After getting a contract, understanding the relationship between the editor and the author is the next critical step. Renowned editor at Roaring Brook Press, Neal Porter, will conduct a lively and open discussion with one of his prize-winning authors, Liz Rosenberg, on how their own editorial relationship evolved, and on all you'll need to know as you take your first steps in book publishing.

■ THE MARKETPLACE

26 May / 10.30am – 11.30am / Play Den
The Global Market for Asian Children's Books: What travels, What Doesn't...and Why?

by Neal Porter, US
Facilitator: Mio Debnam, Hong Kong

Globalisation is a term heard with increasing frequency these days; in most countries one

doesn't have to walk very far to find a McDonalds or Starbucks. Yet many children's books that achieve remarkable success in their home market fail to travel abroad, while others become international sensations. American editor Neal Porter, who has attended the Bologna Book Fair for more than 25 years and has worked for German, British, and French owned companies, will discuss the role that cultural identity plays in the world of children's books.

26 May / 10.30am – 11.30am / Screening Room
Author/Illustrator School Visits: Developing Your Best Programmes

by Holly Thompson, US/Japan
Facilitator: Evelyn Wong, Singapore

Authors and illustrators often visit schools to give presentations and workshops, sometimes as volunteers, often as a source of income. What do teachers and librarians want? What will appeal to kids? How can you sift through your works to create presentations that will give students a memorable and meaningful experience with an author or illustrator? Planning and developing school programmes; timing your presentations; creating good props; preparing for specific audiences; coping with technology, contracts, fees; and more will be covered. Whether you are pre-published or published, if you are writing for children or teens, it is never too soon to begin thinking about school visits.

26 May / 5.30pm – 6.30pm / Screening Room
How to Market Yourself as a Writer or Illustrator

by Christopher Cheng, Australia
Facilitator: Herald Bangras, Senior Lecturer, Ngee Ann Polytechnic, Singapore

This session will investigate how authors and illustrators can embrace the many forms of social and traditional media to promote their newly created titles. What makes a good website; who are press releases sent to; how to approach magazines and newspapers for articles and reviews; creating blogs; creating book trailers; and developing some unforgettable ideas to promote you and your new book. We will also discuss how to work with the publisher's publicist as well as doing promotion independently — all to create a marketable product — YOU!

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27 May / 2.30pm – 3.30pm / Play Den

The Children's Market: What Has Changed and What Sells Now

by *Kelly Sonnack, US*

Facilitator: Dianne Wolfer, Australia

The children's market is blossoming in big and exciting ways, so it's a great time to be writing for kids and teens. Kelly will discuss the trends in the children's book biggest market and trendsetter throughout the world, U.S., what editors are and aren't looking for, what's working, and how the children's industry has changed in the last 10 years thanks to authors like J.K. Rowling and Stephenie Meyer.

27 May / 2.30pm – 3.30pm / Screening Room

Adaptation: At Best, Metamorphoses; At Worst, Just a Mess

by *Arvind Ethan David, UK*

Facilitator: Herald Bangras, Senior Lecturer, Ngee Ann Polytechnic, Singapore

Many, perhaps the majority of the most successful children and young adult entertainment brands now exist in multiple mediums. Books become movies, movies become stage-shows, theme parks become movies, and then turn back again. Why this is so is can be answered by talking about brand, 'audience pre-awareness', profits, and fear. But the "How" of the creative process of adapting one thing into another, the dangers in crossing the treacherous river of format and the perils of messing with well known and loved stories is one of the most fascinating and little discussed of creative challenges. As a writer and film-producer, Arvind Ethan David has experience of the trials and tribulations of adaptation – from Douglas Adams to William Shakespeare, from stage to page to screen and back-again. He shares his war-stories and suggests a theoretical framework for thinking about what types of stories are best suited for what mediums.

■ UNDERSTANDING CHILDREN'S LITERATURE

26 May / 12.00pm – 1.00pm / Living Room

The Representation of the Island as Space/ Place in Film and Picture Books

by *John McKenzie, New Zealand*

Facilitator: Anushka Ravishankar, India

This workshop will give an overview of the island/ beach/coast as a literary and filmic trope that reveals this landscape as a liminal space, a

borderland betwixt and between childhood and adolescence, nature and culture, fantasy and reality, being and becoming. That is, the island forms an ideal locale for a coming-of-age story. This workshop will detail a range of resources and strategies that could be used to develop an eco-critical curriculum.

26 May / 12.00pm – 1.00pm / Screening Room

Rediscovering the Lyric and Narrative in Children's Poetry

by *Desmond Kon, Singapore*

Facilitator: Sunita Sharma, Singapore

What distinguishes poetry written for an adult or child audience? Do the same aesthetic and interpretive principles apply to both? In this talk, you will discover that literary giants like T. S. Eliot, Rudyard Kipling, Seamus Heaney, Robert Graves and Ted Hughes, did write poems specifically for children, while continuing to develop their own practice and craft. In children's poetry, one can rediscover both the lyric and narrative at work, both sensibilities providing poems with musicality and story. You'll also learn about writing resources dedicated to poetry written for children and young adults. Child poet Joshua Ong guests as a reader.

26 May / 2.30pm – 3.30pm / Screening Room

On Fairies (*Diwata*), Mousedeads (*Sang Kancil*), Merpeople, and Magic Spells: Threads that Bind Children's Tales from Singapore, Philippines, Malaysia and Indonesia

by *Rhoda Myra Garcés-Bacsal, Singapore*

Facilitator: Pooja Makhijani, US/Singapore

What are the unique cultural elements, as well as commonalities and divergences in mythology, characterization of children, families, values, aspirations, and dreams from these four countries? This analysis will provide a more nuanced understanding of a collective Southeast Asian heritage and to foster a deeper awareness of the cultural ties that bind us, as seen through children's favourite stories from this part of the world.

26 May / 4.00pm – 5.00pm / Screening Room

A Book Reviewer Speaks: Trends in Children's Literature in America

by *Liz Rosenberg, US*

Facilitator: Desmond Kon, Singapore

Author Liz Rosenberg has also been a book reviewer for the past thirty years, writing for Dallas and Austen newspapers, then for Parents Magazine, and for the past fifteen years as a

children's book review columnist for the Boston Globe. She will talk about current trends in writing for young people, with special attention to some of her favourite Asian American authors.

26 May / 5.30pm – 6.30pm / Living Room

**More than Monkeys, Maharajahs and Mangoes:
An Overview of South Asian Literature for Kids**

by Pooja Makhijani, US/Singapore

Facilitator: Christine Chen, Founder and President of Association for Early Childhood Educators, Singapore

Multicultural literature has proven to be necessary in helping young people to develop an understanding of diverse cultures, people and perspectives. As an independent scholar and writer in the United States, Pooja Makhijani has documented ways in which South Asian characters have evolved over time to suit the ideas of society in and for which they were written. This presentation will not only address the influence of cultural materials on children and but will provide parents, educators and librarians with 'best practices' to select authentic books for their classrooms and communities.

27 May / 9.30am – 10.30am / Screening Room

Negotiating the Folktale

by John Mckenzie, New Zealand

Facilitator: Rhoda Myra Garces-Bacsal, Singapore

This session is designed to demonstrate that the folktale (with a particular focus on the Cinderella story) is a wonderful site for playfulness in the reading classroom. The session will explore a range of folktales across different cultures and show how each age and culture plays with the archetypes and makes the stories their own. The proposition that play is a serious business is not lost in this workshop. You will be able to see how literature can support key ideas in social studies. Key concepts include types and motifs, archetypes and postmodern responses to the folktale.

■ CRITIQUE SESSIONS FOR WRITERS AND ILLUSTRATORS

26 May / 2.30pm – 4.00pm / Gallery

First Look (for Illustrators and Authors-Illustrators)

Chaired by Kathleen Ahrens, International Regional Advisor Chair, Society of Children's Book Writers and Illustrators, Hong Kong.

Panellists:

- Che Mazlan Saad, Publisher, Al-Ameen Serve Holdings, Malaysia
- Mio Debnam, Editorial Consultant for Haven Books, Hong Kong
- Neal Porter, Editorial Director of Neal Porter Books at Roaring Brook Press, US
- Wong Kok Cheong, Founder & CEO, Sparky Animation, Singapore

Illustrators are invited to submit their three illustrations to be reviewed and commented on by a panel of international publishing experts before an audience. The panellists will try to review as many submissions as possible, but can not guarantee all submissions will be viewed.

27 May / 9.30am – 11.00am / The Hall

First Pages (for Authors)

Chaired by Kathleen Ahrens, International Regional Advisor Chair, Society of Children's Book Writers and Illustrators, Hong Kong.

Panellists:

- Stephen Mooser, President, Society of Children's Book Writers and Illustrators, US
- Mio Debnam, Editorial Consultant for Haven Books, Hong Kong
- Kelly Sonnack, Literary Agent, Andrea Brown Literary Agency, US
- Sayoni Basu, Publishing Director, Scholastic, India

Writers are invited to submit their best first page of a manuscript to be read and commented on by a panel of international publishing experts before an audience. The panellists will try to review as many submissions as possible, but can not guarantee all submissions will be viewed.

ASIAN CHILDREN'S PUBLISHERS SYMPOSIUM

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Symposium Director: June Oei, Publishing Consultant, Defining Reality, Singapore

The sky's the limit on the Asian children's content horizon and the **Asian Children's Publishers Symposium 2011** moves the needle forward. Get the buzz on an untapped industry for small readers with the big potential as we bring together content makers, international buyers and users searching for books and related materials for children.

For: Publishers, writers, printers, librarians, literary agents, distributors and retailers.

8.30am – 9.30am

Registration

9.30am – 10.30am / Gallery

Welcome Note

by June Oei, Symposium Director, Singapore

Keynote 1: A Rose by any Other Name is Still a Rose – Asian Children Content Revisited

by Helen McAleer, Managing Director, Walker Books, UK

This keynote sets the stage for the opportunities for Children's Publishing in Asia and from Asia. Drawing on her own experience in Walker Books, Helen offers some insights into how, while keeping to the aims of Walker, the organisation has managed to find new ways of delivering children's content to the world. Through her keynote, Helen urges everyone serious about publishing for children to continue to innovate, to experiment and to collaborate.

10.30am – 11.30pm / Gallery

Keynote 2: The Book is Here to Stay

by Duncan Newton, Regional Director, Kodak, China

The book publishing world is in a state of change. New methods of delivering the content to the reader are challenging our basic understanding of the role of the publisher. Is the printed page dead? No, it's not. Will it change? Absolutely, and for the better. New techniques will allow more authors to be heard and keep older books in print indefinitely. Duncan will discuss the new alternatives in book manufacturing, book distribution, and automated inventory management. He will also examine the impact of e-books, iPads, Kindles, Nooks and other tablet readers.

12pm – 1.00pm / Play Den (Parallel)

a) Asian Markets and Experiences

Panelists:

- Sayoni Basu, Publishing Director, Scholastic India
- Le Phuong Lien, Vietnam Writers Association, Vietnam
- Linda Tan, Director, Yusof Gajah Lingard Literary Agency, Malaysia

Moderator: Jyoti Ramesh, Director, Jade Group International, Singapore

While every market is different in terms of audience preferences and market dynamics, interestingly, there are similarities as well. 3 veterans in Children's publishing share their knowledge of what their individual domestic markets are like, and their observations of what kinds of children content can travel, and what can't.

12pm – 1.00pm / Gallery (Parallel)

b) A Runaway Success: A Case Study of Children Content that Made it Big

by Neal Porter, Editorial Director of Neal Porter Books at Roaring Brook Press, US

Facilitator: Holly Thompson, US/Japan

Veteran Editor Neal Porter will discuss his own experiences with recent international successes, including Marion Bataille's *ABC3D*, and the 2011 Caldecott Medal winner *A Sick Day for Amos McGee*, which has been sold to twelve countries to date.

12pm – 1.00pm / Screening Room (Parallel)

c) Graphic Novels & the Manga Rave – What's it all About and Why it's so Big

by Kenny Chan, Merchandising Director, Books Kinokuniya & Malini Roy, Lecturer, Nanyang Technological University, Singapore

Facilitator: Timothy Tan, Director, Tisch School of the Arts Asia, Singapore

Manga is a genre that has managed to go international. The session looks at the evolution of Manga and how it made its way into the

international arena and how various content developers have further developed this genre of content. The session also explores the international popularity of the genre further by focusing on the *Campfire* series of graphic novels published currently from New Delhi, India. The discussion reflects on their production in a non-traditional location, in contrast to more well-known East Asian and Western models.

1.00pm – 2.30pm
Lunch

2.30pm – 3.30pm / Gallery

Plenary: E-content: Why We Should All Pay Attention

by Stanley Han, CEO of Personal e-Motion, Singapore

Facilitator: Woon Chet Choon, Managing Consultant, Project AMISS, Singapore

Everyone is talking digital now. Is it a hype? Is it a passing trend? Are traditional printed books really at risk of disappearing? As a digital immigrant himself with “permanent residence” status in the digital world, Stanley shares his experience and ideas about digital content, and why we should start viewing “digital” as an opportunity rather than a threat.

3.45pm – 4.45pm / Play Den (Parallel)

a) The Engineering and Publishing Genius of Pop Up Books

by Tien Wah Press, Singapore

Pop-up books are a way of bringing the content to life. While there might well be a case for digital content which can achieve the same objective, nothing beats a good book that a child can hold, carry, touch and feel. All of us must have a favourite pop-up book when we were young, and been fascinated by it. Now, be fascinated by how pop-up books are made!

3.45pm – 4.45pm / Gallery (Parallel)

b) Case Study: E-content – A Publisher’s Journey

by Julia Posen, Marketing, Brand and Licensing Director, Walker Books, UK & Wong Kok Cheong, Founder and CEO, Sparky Animations, Singapore

Facilitator: David Fedo, Executive Director, Centre for International Education, Leadership, and Innovation, Wheelock College, Singapore

In 2007 Walker Productions was launched to develop Walker content for other media platforms with a range of media partners. Join Julia Posen as she talks about Walker’s migration to TV adaptation including a new partnership with Singapore based

production house Sparky Animation. Find out about the new Walker Productions, Sparky Animation and Impossible Kids joint project – Fleabag Monkeyface. Based on the popular books by writing duo Knife and Packer, published by Walker Books, this children’s animation is due to launch in the Autumn.

5.00pm – 6.15pm / Gallery

The Future is in our hands: Industry Hotspot Kick Off

Developing a vibrant children’s publishing community requires commitment, ownership and continued enthusiasm and perseverance by all the stakeholders. What a better place to start the ball rolling than the Symposium! We want you to get together to deliberate and join minds on critical success factors for developing a successful and sustainable Asian children publishing industry. Each hotspot topic will have a general facilitator who will set the stage and show why it is critical for concerted effort and manage the hotspots development.

Hotspot topics:

Topic 1: Authorship

What makes a good writer of content for children and how can we play a role in developing Asian talent in writing for children?

Facilitator: Fran Lebowitz, Director, Foreign Rights Agency Network, US/Singapore

Topic 2: The Publishing Process

What value should a publisher add in regard to the publishing process? Do we know enough of children’s publishing to help our writers? Where and how can we acquire these skills?

Facilitator: Joy Tan, General Manager, Marshall Cavendish International, Singapore

Topic 3: Marketing

What does it take to effectively market children’s books? Is there more to it than just distributing to bookshops? Is there a set of Standard Operating Procedures that successful children’s publishers follow? How has it changed with the internet? How do we develop such a competency that is relevant?

Facilitator: Julia Posen, Marketing, Brand and Licensing Director, Walker Books, UK

Topic 4: International Distribution Reach

“A successful children’s title sells internationally, sells tens of thousands of copies, is evergreen, is translated into multiple languages, and sometimes get made into movies.” Currently, most of the children’s titles published in Asia remain in Asia. First baby step: get into the distribution network. How do we do that?

Facilitator: Chua Hong Koon, Publishing Director, Amour Publishing, Singapore

CHILDREN'S LITERATURE LECTURE

27 May (Fri) / 6.30pm – 9.15pm / Chamber

Singapore Children's Literature Lecture and Awards Presentation Ceremony

by H.E. Dr. Jose Ramos-Horta, Nobel Peace Prize Winner and Author of *The Lost World of Timor-Leste*,
President of the Democratic Republic of Timor-Leste



Singapore Children's Literature Lecture: Society, Culture and Children

by H.E. Dr. Jose Ramos-Horta, Nobel Peace Prize Winner and Author of *The Lost World of Timor-Leste*, President of the Democratic Republic of Timor-Leste

President Ramos-Horta's children's book "*The Lost World of Timor-Leste*", which was co-written with Prof. Patricia Vickers-Rich, and edited by UNICEF, was published in 2010. At the launch, he expressed his delight in writing children's books, such as this one, having as main characters a boy and a crocodile travelling through time. The book can be found in four languages; Tetun, Portuguese, English and Chinese, and is distributed to all the schools in the country. President Ramos-Horta is also a visiting Professor for Ewa Women's International University, Korea, and University of New South Wales and Victoria University, Australia.



Introduced by: Nury Vittachi, Hong Kong

Nury Vittachi writes novels which are published around the world in many languages. He was recently chairman of the judges of the world's largest literary prizes. His writings are published monthly, weekly or daily in at least 10 countries. Founding editor of the Asia Literary Review, he has authored plays and comic-books, sold screenplays and runs the hyperactive mrjam.org website.

Programme

6.00pm

Arrival of Guests

6.30pm

Singapore Children's Literature Lecture: Society, Culture and Children

by H.E. Dr. Jose Ramos-Horta

7.30pm

Awards Presentation Ceremony

- Hedwig Anuar Children's Book Award
- Scholastic Asian Book Award

8.15pm

Reception

9.15pm

Reception Ends

Summit Director: Joanne Teoh, Founding Editor of Webs@Work and Director, Sapphire Studios, Singapore

Summit Consultant: Greg Childs, Media Consultant and Former BBC Children's Producer and Commissioner, UK

Children are connecting with content on multiple media platforms. Learn how to engage and enthruse this 24/7 iGeneration with new insights in this dynamic media landscape. Connect with media-providers at the **Asian Children's Media Summit 2011**. Share cross-sector experience and plan for the digital future at this unique pan-media event.

For: Publishers, writers, librarians, broadcasters, filmmakers, journalists, scholars, educators and others interested in exploring the future of children's media.

8.30am – 9.30am

Registration

9.30am – 10.15am / Gallery

Welcome Note

by Joanne Teoh, Summit Director, Singapore

Keynote: Decoding the Digital Kid

by Warren Buckleitner, Editor, Children's Technology Review, US

Children today are born into and grow up in a media-saturated world. As media converge and a pervasive digital screen culture change cultural paradigms, children's roles are evolving as individual learners and as meaning creators within a social network. How should media producers and content makers adapt their strategies to fulfil the new requirements of connected, multitasking youngsters who look at the world through different eyes?

10.15am – 11.15am / Gallery

Plenary: The Digital Landscape – What Kids Want

Panellists:

- John Thet, Publisher and Editorial Director, Asian Geographic, Singapore
- Yvone Foong, CEO, Zixxe, Singapore
- Tim Levell, Editor of Blue Peter, CBBC, UK

Moderator: Greg Childs, Media Consultant and Former BBC Children's Producer and Commissioner, UK

Representatives from major sectors will outline successful cross-platform projects and explain their successes amongst a range of children's audiences.

11.45am – 12.45pm / Screening Room (Parallel)

a) The Future of Media in Children's Education

by Elvina "Rina" Lopez-Bautista, Founder and Director, Knowledge Channel, Philippines

The Knowledge Channel Foundation Inc. (KCFI)

is the Philippines' first and only educational media institution, which started its work by using television to provide greater access to quality, curriculum-based educational content to public schools nationwide. Here, Lopez-Bautista argues about the inevitable influence of media in functional literacy. She then examines present trends in media and education, and looks at how rapidly advancing technologies can affect practices and approaches in the future.

11.45am – 12.45pm / Gallery (Parallel)

b) Digital Trends and Its Impact on Children's Books

by Richard Wan, CEO, E-Book Systems, Singapore
Facilitator: Angelia Poon, Asst Professor of English Literature, National Institute of Education, Singapore

The skills needed to navigate digital books are different from those needed to understand traditional print books. How has digital technology changed the way children read? How might e-books and book applications enhance their reading experiences?

12.45pm – 2.15pm

Lunch

2.15pm – 3.15pm / Gallery (Parallel)

a) Roundtable: Of Naga & Bidadari: Asian Stories for Global Kid

Panellists:

Elvina "Rina" Lopez-Bautista, Founder and Director, Knowledge Channel, Philippines
John Thet, Publisher and Editorial Director, Asian Geographic, Singapore
Sayoni Basu, Publishing Director, Scholastic, India

Moderator: Kenneth Liang, Creative Director, Multimedia Group, Singtel, Singapore

Multicultural content empowers children to understand diverse cultures, people and perspectives. There is need to rethink distribution and access of Asian content to children worldwide

while bridging the digital divides. The panellists discuss representations of Asian Diasporas in children's media and the approaches to re-imagine Asian narratives in creative multimedia formats.

2.15pm – 3.15pm / Screening Room (Parallel)

b) Roundtable: Kidswise: Raising Cyberfit Kids

Panellists:

- Allein Moore, Editor, AdAsia Magazine, Singapore
- Poh Yeang Cherng, Director and Cyber Wellness Consultant, Kingmaker Consultancy Pte Ltd, Singapore

Moderator: Joanne Teoh, Founding Editor of Webs@Work and Director, Sapphire Studios, Singapore

Parents and policy makers are grappling with new and increasingly complex social, ethical, legal and regulatory issues as communicating, learning and entertaining move online. To woo children, advertisers create commercials that evoke emotional responses rather than critical thinking.

Regulating the impact these experiences are having on children has become very challenging. What are the strategies to engage children and protect them from harmful content in the media space? Panellists shed light on how the best interests of children are served by media policies.

3.45pm – 4.45pm / Screening Room (Parallel)

a) Media Use Among Youths in Singapore

by Brian Lee, Head of Communication Programme, SIM University, Singapore

Facilitator: Koh Juat Muay, Author of *One Dish Wonder: A Simple Recipe To Manage Communication Risks*, Singapore

Governments, public and media tend to view use of media among youths negatively and are decidedly critical. In Singapore's context, use of new media applications, such as SMS and computer games, among youths has always been seen as a "problem" in the education arena. Brian will share about his study on the correlation between youths' media use and their attitudes and social behaviour. More specifically, it focuses on whether the use of new media would cause the problematic behaviour among youths, as claimed by some local politicians and media.

3.45pm – 4.45pm / Gallery (Parallel)

b) eBooks, Apps, iPads and the Content Creators

by Christopher Cheng, prolific writer in print and digital formats, Australia

Facilitator: Mio Debnam, Editorial Consultant for Haven Books, Hong Kong

This session is an insider's look at the rapidly changing 'book world' presented by a creator of traditional children's titles. We will look at the ins and outs for the CONTENT CREATORS - the writers and illustrators - for this new media. Chris will discuss how his iPad App was created, the different mechanisms involved in producing Apps and eBooks and his experience as a traditionally published author in the digital landscape. We will also investigate some of the different iPad Apps and eBooks that are out there with content created by traditionally published children's authors and illustrators. It will also look at how one 'work' can be utilised to cross many forms of the book landscape in both traditional to digital media.

5.00pm – 6.00pm / Gallery

Plenary: Broadcasters and the Cross Platform Revolution

Panellists:

- Tim Levell, Editor of Blue Peter, CBBC, UK
- Catherine Yap, Programme Director, okto, Mediacorp, Singapore
- Syahrizan Mansor, Director, Programming and On Air Promo, Nickelodeon Asia, Singapore

Moderator: Greg Childs, Media Consultant and Former BBC Children's Producer and Commissioner, UK

This session explains why major broadcasters are investing money and creative effort in cross-platform exploitation of their properties, and building transmedia relationships with their young audiences. It explores the budgetary, skills, internal communication and creative challenges, and outlines the opportunities in digital development.

6.15pm – 7.00pm / Gallery

Roundtable: Blockbusters – The Muse in the Screen

Panellists:

- Arvind Ethan David, Producer, Slingshot Studio, UK
- James Toh, Producer, Singapore
- Yvone Foong, CEO, Zixxe, Singapore

Moderator: Viswa Sadasivan, CEO, Strategic Moves Pte Ltd, Singapore

From Bollywood to Hollywood, books are fertile ground for Asian producers looking for a bright idea to rivet and inspire young viewers around the world. What are the strategies to create a global hit that transcends cultural barriers and stereotypes?

Focus: Inspiring Students to become Avid Readers: Explorations with Books & New Media

Congress Directors: Dr. Chitra Shegar, Asst Professor, National Institute of Education, Singapore and Dr. Susan Harris-Sharples, Professor Emeritus of Education, Wheelock College, US

Children's reading achievement is not only correlated with language proficiency, but is also a good predictor of overall academic achievement. Today, teachers need to know that the notion of a book has been extended to include e-books and other electronic sources.

The **Asian Primary and Preschool Teachers Congress 2011** will provide theoretical and research evidence to reiterate the importance of reading given its impact on language and academic achievement and orient teachers to the extended notion of 'books' in the 21st century. These parallel sessions will provide teachers with information on books and showcase best practices that have the potential to enrich all literary experiences.

For: Primary, preschool and kindergarten teachers, parents and librarians.

8.30am – 9.30am

Registration

9.30am – 10.15am / Chamber

Welcome Note

by Chitra Shegar, Congress Director, Singapore

**Keynote 1: Engaging and Extending
Children's Language Knowledge and Use
Through Storybooks**

*by Susan Harris-Sharples, Professor Emeritus of
Education, Wheelock College, US*

Reading storybooks to children is a powerful way to engage children in using language as they make meaning of the story. Storybook illustrations contextualise vocabulary. Predictable stories with repeated lines and phrases model grammatical structures. Stories and poems with rhyme and rhythm encourage children to play with the phonological constructs of the language. Well-crafted stories entice children to use their imagination to enter into the events of the story which extends their understanding of and ability to use the pragmatics of language. The theoretical rationale is presented for using picture storybooks as a language teaching tool. It posits that reading good children's literature to children is a strong pedagogical tool for supporting and extending children's development of their semantic, syntactic, phonological and pragmatic knowledge of the English language.

10.15am – 10.25am / Chamber

Storytelling

*by Kiran Shah, Storyteller and Early Childhood Educator,
Singapore/Australia*

10.25am – 11.15am / Chamber

Symposium 1 - Developing Children into Avid Readers

by Mrs Shahul (Principal), Mr Aaron Wong, Mrs Jaswant Singh (Teachers) and two pupils from Seng Kang Primary School, Singapore

Facilitator: Chitra Shegar, Singapore

As part of the Whole School Approach (WSA) for English Language, Seng Kang Primary School (Singapore) has embarked on an extensive reading programme with the aim of developing students into avid readers. Through *Read And Think (RAT)*, which uses the 4-R cycle (*Read, Recall, Review and Reflect*), students are given opportunities to voice their opinions, concerns, and comments on the materials that they have read. Seng Kang Primary will share strategies that have allowed this to happen as a result of a whole school language approach and a conducive school setting.

11.45am – 12.45pm / The Hall (Parallel)

a) Using the Craft of Creative Writing in the Classroom

by Pooja Makhijani, Editor and Author, US/Singapore

Facilitator: Serene Wee, Chairman of NBDCS and Children's Book Author, Singapore

In this hands-on workshop, Pooja Makhijani, will share innovative approaches to building skills in reading, writing, and critical thinking using creative writing prompts and examples from children's books across various genres. She will discuss best practices for using creative writing pedagogy to teach composition. By the end of the session, educators will understand how the tools of creative writing can be used in the classroom to address

key objectives in the language arts, including vocabulary and word choice, sentence fluency, and clear organisation.

11.45am – 12.45pm / Chamber (Parallel)

b) Supporting Young Children's Writing Development through Encouraging Developmental Spelling

by Susan Harris-Sharples, Professor Emeritus of Education, Wheelock College, US

Facilitator: Susan Fedo, Adjunct Faculty Member, Wheelock College, Singapore

Learning to write requires children to use a combination of various physical skills and mental processes. All children go through developmental phases in writing, particularly in how they construct the spelling of the words they wish to write – moving from making squiggles, to stringing letters randomly, to using temporary invented spellings, to approximating conventional spellings, to spelling words conventionally. This session examines the developmental phases of emergent writing and spelling, and emphasises the need to support these phases as they are fundamental to a child's literacy development.

11.45am – 12.45pm / Play Den (Parallel)

What do Children Look Forward to in a Picture Book

by Mahendran Maniam, Senior Lecturer, Sultan Idris Education University, Malaysia

Facilitator: Manas R. Mahapatra, National Book Trust, India

Pictures play an important role in explaining the story. There are even picture books that come without any text, known as wordless picture books. Picture books are either intended to be read aloud to children or for children to read themselves with guidance. This session presents research that provides answers to what do children look for in a picture book and which elements in the book attracts their attention

12.45pm – 2.15pm
Lunch

2.15pm – 3.00pm / Chamber

Welcome Back

by Susan Harris-Sharples, Congress Director, US

Keynote 2: New Tools for an Old Job: A Survey of Apps for Literacy

by Warren Buckleitner, Editor, Children's Technology Review, US

Helping a group of young children learn the skills and abilities necessary to read and write has

never been an easy job, but thankfully there's a new set of tools for the job. Here's a closer look at some applications that are bringing new excitement to age-old challenges that come with language mastery, from letter recognition to language creation.

3.15pm – 4.15pm / Chamber

Symposium 2

Facilitator: David Fedo, Executive Director, Centre for International Education, Leadership, and Innovation, Wheelock College, Singapore

3.15pm – 3.45pm

– Content and Illustrations in Children's Books

by Leigh Cunningham, Executive Director, Association of Independent Authors, Singapore

There is a debate on the question of content in children's literature and the extent to which authors today should incorporate realism into their stories. A child wishing to read for escapism may not want to read a story that reflects his or her life situation, or perhaps reading such stories will bring comfort knowing the child's plight is not unique. Leigh Cunningham will explain how and why she addressed issues such as death of a sibling, one-parent families, bullying, social and cultural differences in her two award-winning children's books, *The Glass Table* and its sequel, *Shards*.

3.45pm – 4.15pm

– Fostering a Love for Reading & Learning in the 21st Century

by Nooraini M Nor, Regional Knowledge Manager, Scholastic Asia, Malaysia

Reading high quality children's literature helps children experience the great stories of emotion and action, leading to a deeper understanding of what it means to be truly human. In this digital age, online literacy resources that pair fictional video storybooks and nonfiction eBooks will cultivate children's reading habits and preferences. Highly engaging and interactive features online introduce children to a world of knowledge and exploration, while at the same time promoting a love of literacy. Nooraini M Nor will explain how online literacy resources foster a love of reading and learning for all children as well as thinking skills, both of which are critical in the 21st century.

4.45pm – 5.45pm / Chamber (Parallel)
Teaching Prediction Strategies Using the Short Film

by Dennis Yeo, Teaching Fellow, National Institute of Education, Singapore

Even before we learned to read a book, we learned to read a film. This session will demonstrate how teachers can employ the short film as a means of accessing students' schema of visual texts to develop their understanding of narrative and interpretation. As film encapsulates the skills of listening, viewing, reading and representing, the short film format is potentially a resource teachers can draw on to develop communication, expression and media literacy in the language classroom. Using various short films, teachers will be introduced to the genre of the short film, its advantages as a resource, and explore ideas on how it can be used in the classroom.

4.45pm – 5.45pm / The Hall (Parallel)
b) Writing Fundamentals

by Leigh Cunningham, Executive Director, Association of Independent Authors, Singapore

Facilitator: Serene Wee, Chairman of NBDCS and Children's Book Author, Singapore

This workshop will guide participants through the basic elements of creative writing, which teachers can then share with their students. Reading and writing take on a whole new meaning for children and adults alike when you understand how best to deliver a story to meet the expectations of your reader.

4.45pm – 5.45pm / Play Den (Parallel)
c) A Multi Approach: Adult's Role in Literacy Development Through Play

by Lily Wong, Executive Director, Advent Links-SAUC Education Centre & Emily Ho, Education Director, Columbia Academy, Singapore

Facilitator: Kiran Shah, Storyteller and Early Childhood Educator, Singapore/Australia

Studies have shown over and over again the positive impact of young children's dramatic play on literacy development. The role of play in literacy development is vital to promote the love of reading from very young. The workshop will look at literacy enriched play centres in the classroom and how the adult role as mediator and facilitator of children's play in a literacy enriched play environment can promote children's literacy development.

6.00pm – 7.00pm / Screening Room (Parallel)
a) Using Immersive Technology to Help Students Improve their Reading and Writing Skills

by Benson Loo, CEO, EyePower Games, Singapore

Facilitator: Christine Chen, Founder and President of Association for Early Childhood Educators, Singapore

Teachers from countries such as Australia, Singapore and United States, have employed the Moo-O software in a task-based language learning approach to help motivate students to improve their language arts skills. During this process, students not only write and publish their own Moo-O stories, but they also read and act in them. An award-winning product in the United States, Moo-O is an immersive digital storybook which is effective in engaging its young users as readers and writers.

6.00pm – 7.00pm / Chamber (Parallel)
b) Boys and Reading

by Chitra Shegar, Asst Professor, National Institute of Education, Singapore

Facilitator: Nancy J. Johnson, 8th Grade RLA Teacher, Singapore American School

There is a world-wide achievement gap between boys and girls in reading. One of the main reasons cited for the differences is the varied reading interest of boys. In view of this, five boys were observed on their out-of-school reading practices using a variety of instruments namely, field notes, literacy dairies, interviews and audio and video recordings. The observation provided valuable insights into several aspects of reading including the reading interests of boys. In this session, the findings will be presented and its implications for preschool/primary pedagogy will also be examined.

6.00pm – 7.00pm / Play Den (Parallel)
c) When to Teach Infant/Toddler to Read?

by Lily Wong, Executive Director, Advent Links-SAUC Education Center, Singapore

Facilitator: Susan Fedo, Adjunct Faculty Member, Wheelock College, Singapore

When do I teach my infant or toddler to read? How do I teach the very young children to read? These are common questions that need common answers for parents and teachers of very young children. It is never too early to start the development of literacy skills in infants and toddlers. This interactive session will look at pre-literacy skills and activities to engage young children in reading. It will cover the role of parents and teachers in facilitating reading skills, vocabulary development and early language development in young children.

SPECIALISED WORKSHOPS
(MANDARIN)**28 May / 9.30am – 12.30pm / Living Room****Writing Stories for Picture Books
(in Mandarin)****by Chen Chih-Yuan, Taiwan*

Do you want to write a picture book. Stories for young children are usually short and that leads many to think that writing for them is easy. You'll be in for a surprise as it is even more difficult than writing for adults. We tend to moralise, teach a lesson – write stories which bore kids to death. Join Chen Chih-Yuan, three-time winner of the prestigious Hsin Yi Picture Book Award, as he shows you how he writes stories for picture books. Where do ideas come from? Should they be solely based on our imaginations? How to write stories that will pass the test of time – being loved and remembered even years later? What qualities make a good picture book for the young child? Don't waste time by making the same silly mistakes.

儿童图书写作**陈致元, 台湾*

由于儿童故事偏短,许多人都认为,写作儿童图书是件轻而易举的事。但你会惊觉,写作儿童故事,比写作成人故事还难!我们时常会以教训的口吻写作,而这样的故事会使孩子们觉得闷。三届信誼儿童图书文学奖得主,著名图画书作家陈致元,会与你分享,他写作儿童图书的过程:他如何获得灵感,是空凭想象?怎样才能创作经典?一本好的图书要有什元素?

29 May / 10.00am – 1.00pm / Blue Room**Illustrating Picture Books (in Mandarin)****by Chen Chih-Yuan, Taiwan*

Today's picture book illustrators and designers are some of the world's most innovative visual artists. No matter what the medium is, vivid storytelling and clear communication remain the hallmark of every successful picture book. Join Chen Chih-Yuan, three-time winner of the prestigious Hsin Yi Picture Book Award, as he shares practical, creative techniques and design solutions to different types of picture books, from wordless to those heavy on text. Start creating colourful pictures to be enjoyed by children all over the world.

儿童图书插画**陈致元, 台湾*

现代的儿童图书插画家与设计师都是富有创意的视觉艺术家,无论通过任何媒体,生动的叙述和清晰的沟通就是一本成功图书的标志。与三届信誼儿童图书文学奖得主,著名图画书作家陈致元,探讨实际但富有创意的绘画技巧与设计构思。从论是无字图书,或文字繁多的图书,现在就开始创作精美的绘画,与全世界的儿童分享。

In Partnership with:



28 May / 1.30pm – 4.30pm / Living Room
Picture Book Production Workshop (in Malay)*
by Yusof Gajah, Malaysia & Murti Bunanta, Indonesia

In this workshop, you will learn the process of making a picture book and will be guided to produce a simple picture book. The trainers will then comment and provide feedback on each picture book. It is hoped that you will have a better idea on producing picture books after the workshop and to expand on your initial efforts into a publishable picture book.

The picture book illustration part of the workshop will be conducted by Yusof Gajah, a well-known artist and picture book illustrator from Malaysia. Yusof will also elaborate on the layout aspects of the picture book.

Dr Murti Bunanta from Indonesia will be instructing on the writing of picture books. She will also elaborate on writing to suit the different age groups.

You are requested to bring a short story about 700 words) for the workshop. This workshop is conducted in Malay/Indonesian language.

Bengkel Menghasilkan Buku Bergambar*
oleh Yusof Gajah, Malaysia & Murti Bunanta, Indonesia

Dalam bengkel interaktif ini, para peserta akan mempelajari proses menghasilkan buku bergambar dan akan dibimbing untuk menghasilkan draf buku bergambar yang mudah. Kedua-dua pelatih akan memberi komen dan tunjuk ajar atas setiap draf yang dihasilkan. Adalah diharapkan para peserta akan mendapat gambaran yang lebih jelas tentang cara menghasilkan buku bergambar dan akan melanjutkan usaha awal mereka ini sehingga dapat mengeluarkan buku bergambar yang sesuai untuk diterbitkan.

En Yusof Gajah, pelukis dan ilustrator buku bergambar yang terkenal dari Malaysia akan memberi panduan tentang cara menghasilkan ilustrasi untuk buku bergambar. Beliau juga akan mengajar aspek tata ruang buku bergambar.

Dr Murti Bunanta dari Indonesia pula akan mengajar tentang penulisan yang sesuai untuk buku bergambar dan berkongsi panduan berkenaan tulisan yang sesuai untuk kategori umur yang berlainan.

Para peserta diminta menyediakan sebuah cerita pendek (700 perkataan) untuk bengkel ini. Bengkel ini akan dijalankan dalam Bahasa Melayu/Indonesia.

In Partnership with:



Disclaimer

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

* A separate registration fee applies for Specialised Workshops (in Mandarin and Malay)

MASTERCLASS ON PICTURE BOOKS

29 & 30 May / 10.00am – 6.00pm / Gallery

Masterclass on Picture Books*

by Anushka Ravishankar, India & Gavin Bishop and John Mckenzie, New Zealand

Join the Masterclass on Picture Books and get this fantastic opportunity to take a peek into the wit, wonder and wisdom of some of the most celebrated experts in children's literature today.

What's different?

Hands-on mini workshops focusing on special interests:

- The narrative structure and techniques
- The value of pictures rather than words
- Composition issues and storyboarding
- The depth and layers that make up the genre "picture book" for various age groups
- Interpretation/comprehension strategies
- Picture books on subject matters for learning and advanced readers.

Discussion sessions designed to bring diverse groups together and focus on some key issues:

- What distinguishes between illustrated books as opposed to true picture books
- The difficulties of telling and writing/illustrating a picture book that details another culture
- Exploring how adult beliefs about childhood are embedded in stories we tell children
- Exploring the hard side of life and the need for the "dark side" of childhood
- How we can encourage critical thinking e.g. political, religious, gender perspectives
- Violence, suicide and sexuality - Can books be dangerous for some children/young people?

The workshop leaders will also share about the real-world issues of getting published from their own experiences.

Who should definitely attend?

Writers and illustrators, no matter if you're just starting out or already have published works, teachers, librarians, parents and everyone who is passionate about picture books .

Can't draw? Don't worry – the class focuses on developing your vision for the imagery and pacing, visualising the pages and the reader's interaction with the book.

Can draw? Brilliant – we'll look forward to your sketches!

Disclaimer

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* A separate registration fee applies

26-28
May
2011

BOOK LAUNCHES (FREE ADMISSION AND OPEN TO PUBLIC)



25 May / 4.00pm – 5.30pm / Living Room

A Collective Book Launch

by Coonoor Kripalani, Singapore

Known for her bilingual children's books (in English and Hindi), Coonoor Kripalani will launch her 3 books: *Jungle Animals* which tells of the adventures of Titli in the jungle where she meets her animal friends; *Market* which tells the story of Frog and Titli going to the market, meeting their friends and discovering the exciting foods, flowers and toys for sale; and *In The Park*, where Squirrel introduces Titli to her bird and animal neighbours, as they watch people and children in the Park.



26 May / 3.00pm – 4.30pm / Earshot

The Hayley's Series

by Mohana Gill, Malaysia

Hailed from Malaysia, author Mohana Gill will launch her Hayley's Series. The series attempt to introduce children to the world of fruits and vegetables at a very early age. Through her adventures, the vivacious Hayley will soon become both a friend and a teacher to readers who will be enthralled by her journey of discovery!



5:00pm – 6.30pm / Earshot

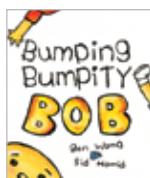
A Collective Book Launch

by Adeline Foo & Eliza Teoh, Singapore

Mischief, Misbehaviour and Mirth: Authors Adeline Foo and Eliza Teoh give insights into how their children influenced their new books.

In Adeline's *Whoopie Lee. Almost Famous*, Whoopie, also known as Amos Lee's Whiny, Pesky & Irritating sister, is just dying to list a feat in the Singapore Book of Records. How far will she go to prove that she is more famous than her toilet-diary-ranting brother?

In Eliza's *Ellie Belly: Follow That Bird!*, the cheeky and irrepressible Ellie Belly discovers a sunbird in distress! Can she and best friend Cammy find a way to help it in time? Will their pesky classmate Megan or their sharp-eyed form teacher Mrs. Goh ruin their plans?



7.00pm – 8.30pm / Earshot

Bumping Bumpity Bob

by Sid Hamid, Singapore

Appropriate for school-aged children, families and professionals working with children, this colourful educational tale with a magical twist tells a story of Bumping Bumpity Bob who has a little problem which his town does not quite know how to deal with. As Bumping Bumpity Bob goes through his misadventures with people in his town, the story takes a look into the world of a child who experiences sensory processing issues and the people around him. Like any other child, Bumping Bumpity Bob wishes for acceptance and love from his parents, friends and people around him and be treated just the same like other children.

**BOOK LAUNCHES
(FREE ADMISSION AND OPEN TO PUBLIC)**



27 May / 3.00pm – 4.30pm / Earshot

A Collective Book Launch

by Yusof Gajah Lingard Literary Agency Sdn Bhd, Malaysia

Yusof Gajah Lingard Literary Agency Sdn Bhd is introducing a number of picture books illustrated by award-winning illustrators from Malaysia. The illustrators include Yusof Gajah, Jainal Amambing, Awang Fadilah and Emila Yusof. Come and let these beautiful books take you to the wonderful world of stories and magic!



Eugene Evasdo

5.00pm – 6.30pm / Earshot

The Magical Shirt Interactive App Launch

by Eugene Evasdo (Author) and Nila V. Mata (Vice President of Vibal Publishing House Inc.)

Based on the printed storybook of the same title, *The Magical Shirt* is the story of Juancho and his “magical” shirt that seems to endear him to everyone he encounters.

What does it take to extend the same “magic” of the printed storybook on today’s modern devices? The author and producer will discuss and share their experiences in producing Philippines’ first bilingual English-Filipino interactive storybook app with fun activities, now available on the Android Market and the Apple store.



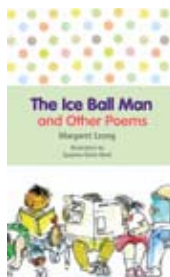
28 May / 3.00pm – 4.30pm / Earshot

ImpART Programme Launch

by Kenneth Quek, Singapore

The ImpART programme was created to train talented underprivileged and refugee teenagers as apprentice art instructors. Currently underway as a pilot scheme in Kuala Lumpur, the programme equips the teenagers with skills to conduct art classes for younger children aged 4 to 12, with a method of using simple shapes to enhance creativity and drawing skills. The teenagers are also introduced to different painting techniques and styles, and given the opportunity to develop their talent.

All nett printing proceeds from the sales of posters and cards from ImpART will be channelled to running the programme.



5:00pm – 6.30pm / Earshot

The Ice Ball Man and Other Poems

by Angelia Poon (Editor), Singapore

Margaret Leong’s sharply observant, lyrical poems address the natural and social world of Singapore-Malaya in which she was immersed as wife, daughter-in-law and mother in an extended Chinese family. The poems collected in *The Ice Ball Man and Other Poems* are from her previously well-loved published works that have gone out of print.

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AWARDS

Hedwig Anuar Children's Book Award 2011

The Hedwig Anuar Children's Book Award is presented biennially for an outstanding book for children so as to recognise and to inspire excellence in children's literature published in Singapore. This award is open to children's books published from the year 2008 to 2010.

A total of 67 titles were received for the Hedwig Anuar Children's Book Award 2011, out of which 22 entries were Novels, 44 entries were Short Stories or Picture Books and 1 entry was Poetry.

The Hedwig Anuar Children's Book Award 2011 worth S\$10,000, will be given out in an award ceremony on 27 May 2011, during the Asian Festival of Children's Content.

The next award will be presented in 2013. For more information, please visit www.bookcouncil.sg.

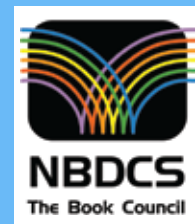


About Mrs Hedwig Anuar

Mrs Hedwig Anuar was the first Singaporean Director of the National Library of Singapore, a position she held from 1960 until her retirement in 1988. Though she put in place the foundations of the modern library system in Singapore

and made contributions to all aspects of library work, this award recognises her outstanding contribution to children's librarianship and the promotion of books and reading for young people.

Organised by:



Scholastic Asian Book Award 2011

The Scholastic Asian Book Award is presented annually to recognise writers in Asia or of Asian origin who are taking the experiences of life, spirit and thinking in different parts of Asia to the rest of the continent and to the world at large.

This award worth S\$10,000 is awarded to an unpublished manuscript in English targeted at children of ages 6 to 12 years.

A total of 144 manuscripts were received for inaugural Scholastic Asian Book Award 2011, out of which 10 entries were from USA, 33 entries from India, 22 from Philippines, 19 entries from Malaysia, 6 entries from Hong Kong, 48 entries from Singapore, 3 entries from Vietnam and 1 entry each from South Korea, Myanmar and Germany.

The Scholastic Asian Book Award 2011 will be awarded on 27 May 2011, at the Asian Festival of Children's Content, in Singapore.

The Scholastic Asian Book Award 2012 is open for submissions from 1 June 2011 onwards. The closing date is 17 October 2011, 5 pm (Singapore time).

About Scholastic

Scholastic, founded in 1920, is the largest children's publisher and distributor in the world.

For more information, please visit www.scholasticbookaward.asia.

Organised by:



SPEAKERS & THEIR SESSIONS



H.E. Dr. Jose Ramos-Horta, President of the Democratic Republic of Timor-Leste

President Ramos-Horta's children's book "*The Lost World of Timor-Leste*", which was co-written with Prof. Patrícia Vickers-Rich, and edited by UNICEF, was published in 2010. At the launch, he expressed his delight in writing children's books, such as this one, having as main characters a boy and a crocodile travelling through time. The book can be found in four languages; Tetun, Portuguese, English and Chinese, and is distributed to all the schools in the country. President Ramos-Horta is also a visiting Professor for Ewa Women's International University, Korea, and University of New South Wales and Victoria University, Australia.



Aaron Wong, Singapore

Aaron Wong is STELLAR trained and currently teaches Primary 4 students at Seng Kang Primary School, Singapore. He believes that reading opens up possibilities and shares this deep belief with his pupils through many creative means.

Symposium: Developing Children into Avid Readers
28 May (Sat) / 10.25am - 11.15am / Chamber



Allein G. Moore, Singapore

Allein Moore is a father and grandfather. He came to Singapore from England in 1979 and had a successful career in advertising, writing and shooting many television commercials. He now publishes a magazine for the industry and speaks at conferences on advertising, marketing and media. Allein is currently Secretary of the Association of Media Owners Singapore (AMOS). Allein has for many years visited local schools and colleges conducting classes in Sex Education on behalf of the Planned Parenthood Association.

Roundtable: Kidswise: Raising Cyberfit Kids
28 May (Sat) / 2.15pm - 3.15pm / Screening Room



Anushka Ravishankar, India

Dubbed 'India's Dr. Seuss', Anushka Ravishankar is one of India's most celebrated children's authors. A tremendously talented poet, she is often credited with being the first writer to adapt the difficult nonsense verse form to the cadences of Indian English. Anushka has won national and international acclaim for the 15 jubilant and artful verse-tales she's released with Tara Publishing over the last decade, rights to these books have been snapped up in the US, France, Germany, The Netherlands, Korea, Italy, Japan and Spain.

Masterclass on Picture Books*
29 & 30 May (Sun & Mon) / 10.00am - 6.00pm / Gallery



Arvind Ethan David, UK

Arvind Ethan David is the CEO and a Producer at Slingshot, the next generation film company which he co-founded in 2005. He leads business and creative strategy, including serving as hands-on producer on the films, most recently on the break-out indie-hit "The Infidel". Outside Slingshot, he sits on the British Screen Advisory Council, and is a guest lecturer at universities including The National Film & Television School and the London Business School. As a writer, Arvind co-wrote the stage-show DIRK (based on the Douglas Adams character Dirk Gently) which won 3 prizes in the LA Weekly Theatre Awards 2007.

Adaptation: At Best, Metamorphoses; At Worst, Just a Mess
27 May (Fri) / 2.30pm - 3.30pm / Screening Room

Roundtable: Blockbusters - The Muse in the Screen
28 May (Sat) / 6.15pm - 7.00pm / Gallery

SPEAKERS & THEIR SESSIONS



Benson Loo, Singapore

Benson Loo, the Co-Founder and CEO of EyePower Games, is extremely passionate in helping children become proficient in their language skills. He has, in late 2008, re-aligned his company's focus to providing innovative and effective tools for language learning. Since then, he has won the support of Arizona State University which became a shareholder in the company's subsidiary in the city of Scottsdale in early 2009. Later that year, the company's two educational products – NewsMaker and Moo-O – won prestigious educational technology awards in the United States.

Using Immersive Technology to Help Students Improve their Reading and Writing Skills

28 May (Sat) / 6.00pm – 7.00pm / Screening Room



Brian Lee, Singapore

Dr Brian Lee is the Head of Communication Programme, SIM University, Singapore. Brian's research interests include communication technology, new media, popular culture and youths, media management and e-learning. He has conducted various research projects in Singapore, Malaysia, Taipei and the United States of America. He has become the multi-lingual author of various prize-winning articles in Asia-Pacific. One of his research papers, "*The Internet Commerce Models in Asia*," was awarded top paper at the Pacific Telecommunications Council's Essay Prize (U.S.A.) in 2001. In the paper, he made several policy recommendations that would facilitate development of Internet commerce in Asia.

Parallel: Media Use Among Youths in Singapore

28 May (Sat) / 3.45pm – 4.45pm / Screening Room



Catherine Yap, Singapore

Catherine Yap started her career in the then Television Corporation of Singapore (TCS) in 1999 in its News & Current Affairs Unit and was instrumental in bringing Channel NewsAsia to the region. Over the years, Catherine assumed various roles in the Network Programming & Promotion Division of the channel where she held the responsibility for programming, promotions and operations. There she developed new programming directions and channel branding to cater to the changing local and international TV landscape. In July 2010, Catherine moved over to okto as its Programming Director, overseeing okto's acquisition, commissioning and operations.

Plenary: Broadcasters and the Cross Platform Revolution

28 May (Sat) / 5.00pm – 6.00pm / Gallery



Che Mazlan Saad, Malaysia

Che Mazlan Saad publishes children books under Al-Ameen Serve Holdings Sdn. Bhd. In Malaysia, he won the Malay Linguistic award in 1998 and in 2005 his publication won the National Book Award for the pre-school book "Cepat Baca". He also co-authored other popular pre-school books namely "I Can Read" and "Bacalah Jawi". He is appointed as a jury for the Best Editor award for academic books in Malaysia. At the Malaysian Book Publishers Association, he is involved as the chairman of the International Affairs sub-committee. His company is also active in buying and selling publishing rights internationally.

Panel Critique: First Look (for Illustrators and Authors-Illustrators)

26 May (Thurs) / 2.30pm – 4.00pm / Gallery



Chen Chih-Yuan, Taiwan

Chen Chih-Yuan is a renowned picture book writer and illustrator from Taiwan. Chen is a three-time winner of the prestigious Hsin Yi Picture Book Award for Memory, a wordless picture book, Guji Guji and On My Way to Buy Eggs. The English-language translation of Guji Guji appeared on the New York Times Bestseller Top 10 List, and On My Way to Buy Eggs

SPEAKERS & THEIR SESSIONS

won the Publishers Weekly Best Illustrated Book of the Year. He has more than 10 picture books, and many have been published in different countries, including the US, France, Germany, Netherlands, Japan, and Korea.

Specialised Workshop: Writing Stories for Picture Books (in Mandarin)*
28 May (Sat) / 9.30am – 12.30pm / Living Room

Specialised Workshop: Illustrating Picture Books (in Mandarin)*
29 May (Sun) / 10.00am – 1.00pm / Living Room



Chitra Shegar, Singapore

Dr. Chitra Shegar is an Asst Professor with National Institute of Education. Her areas of specialty are language teaching methodology, Second Language Acquisition and teacher education. She was the Lead Principal Investigator for two literacy projects funded by Ministry of Education. She has published in several books and international journals and is a Managing Editor of Pedagogies, an International journal.

Congress Director of the Asian Primary and Preschool Teachers Congress
28 May (Sat) / 9.30am – 7.00pm

Boys and Reading
28 May (Sat) / 6.00pm – 7.00pm / Chamber



Choi Yangsook, Korea/US

Yangsook Choi grew up in Korea and moved to New York to study art. She has written and illustrated many children's books. Her books have received several awards, including the International Reading Association's Children's Book Award and a California Young Reader Medal. Her clients include Random House, National Geographic Society, Farrar, Straus & Giroux, Henry Holt & Company, McGraw Hill Company, Hachette Filipacchi Magazines. She has spoken at Smithsonian Institute, Parsons School of Design, Barnes & Noble, Children's Museum of the Arts, and various institutions.

Mythical Stories & Images of Asia
26 May (Thurs) / 12.00pm – 1.00pm / Gallery

The Illustrator Who Wants to Write
6 May (Thurs) / 4.30pm – 5.30pm / Gallery

Creating Your Own Storyboard
27 May (Fri) / 9.30am – 12.30am / Living Room



Christopher Cheng, Australia

With more than 28 titles in traditional and digital formats, including picture books, non-fiction, and historical fiction, as well as a libretto for a musical and the story for an animation under development, Christopher is well experienced in Australian children's literature. Chris holds a Masters Degree in Children's Literature. In 2010 he was awarded the SCBWI Member of the Year and is a recipient of the Lady Cutler Award for services to children's literature. He is co-regional head of the SCBWI for Australia and New Zealand and is a devoted advocate of children's literature speaking at festivals worldwide on his work and children's books.

It takes Two (or More) to Tango: Collaborating with an Illustrator, Musician, or Animator
26 May (Thurs) / 10.30am – 11.30am / Gallery

How to Market Yourself as a Writer or Illustrator
26 May (Thurs) / 5.30pm – 6.30pm / Screening Room

eBooks, Apps, iPads and the Content Creators
28 May (Sat) / 3.45pm – 4.45pm / Gallery

SPEAKERS & THEIR SESSIONS



Corinne Robson, Canada

Corinne Robson, PaperTigers.org Associate Editor and blog “Eventful World” coordinator obtained her B.Ed. degree from the University of British Columbia. PaperTigers.org is a website, blog and outreach programme centred on multicultural children’s and Young Adult books written in English from anywhere in the world, with a particular focus on the Pacific Rim and South Asia. The award-winning website and blog feature insightful books reviews, interviews, and opinions; a gallery of world-class illustrations; and more.

Panel Discussion: Building a Nation of Readers via Web 2.0: An Introduction to Kidlitosphere and the YA Blogosphere
25 May (Wed) / 5.30pm – 7.00pm / Gallery



Dianne Wolfer, Australia

Dianne Wolfer is author of 15 books for teenagers and younger readers. Her latest title Lighthouse Girl won the children’s choice West Australian Young Readers’ Book Awards and was shortlisted for two Premier’s awards, the Crichton Award and voted a CBCA Notable Book. Dianne’s previous title Photographs in the Mud, set along the Kokoda Track in PNG, was as an international peace reference and was recently published in Japanese. Another title, Choices (YA) will be published in Poland in 2011. Dianne is West Australian Advisor for the international Society of Children’s Book Writers and Illustrators.

Exploring History Through Children’s Literature
26 May (Thurs) / 2.30pm – 3.30pm / Living Room

Turning Life Experiences Into Fiction
27 May (Fri) / 10.45am – 11.45am / Play Den



Dennis Yeo, Singapore

Dr. Dennis Yeo began his teaching career in 1988 and has taught in primary, secondary and Junior College levels. He was Subject Head (Literature), Head of Department (Pastoral Care & Career Guidance) and Vice-Principal at Pioneer Junior College before being seconded to the National Institute of Education in Jan 2009. His PhD dissertation discusses the Postmodern Gothic Film. His interests include the use of film in the classroom and expressions of the Gothic in popular culture.

Teaching Prediction Strategies Using the Short Film
28 May (Sat) / 4.45pm – 5.45pm / Chamber



Desmond Kon, Singapore

Desmond Kon has edited more than ten books and co-produced three audio books, several pro bono for non-profit organisations. Trained in book publishing at Stanford University, with a theology masters in world religions from Harvard University and fine arts masters in creative writing from the University of Notre Dame, he has placed in several international writing contests, with his poetry and prose published in over 100 literary journals. An interdisciplinary artist, Desmond also works in clay, his commemorative pieces housed in museums and private collections in India, the Netherlands, the UK and the US.

Rediscovering the Lyric and Narrative in Children’s Poetry
26 May (Thurs) / 12.00pm – 1.00pm / Screening Room



Duncan Newton, China

Duncan Newton has an extensive background in electronic and digital publishing stretching back to the early days of DTP while consulting to Apple Computer in the late 80s. He has held a series of progressively more responsible international positions at Aldus, Adobe, Xerox and Océ. His current role at Kodak China is as the Regional Director, Applications

SPEAKERS & THEIR SESSIONS

and Business Development for all facets of the Graphic Arts industry throughout the Asia Pacific Region. In this capacity, he provides industry market knowledge, in-depth technical expertise and a broadly based understanding of the print & publishing industries.

Keynote: The Book is Here to Stay
27 May (Fri) / 10.30am – 11.30am / Gallery



Emily Ho, Singapore

Emily Ho is co-founder and education director of Columbia Academy. She holds a Master's Degree in Early Childhood from the University of East London, UK, a Degree in Psychology from Simon Fraser University, Canada, and a Specialist Diploma in Early Childhood Education. Emily is an expert in literacy-focused curriculum and has developed the Cerebrum Enhancement Program (CEP) which has been implemented successfully in Columbia Academy's programme. She has conducted field studies at the Arboretum Children's Centre in Stanford University as well as literary development in young children in Singapore.

A Multi Approach: Adult's Role in Literacy Development Through Play
28 May (Sat) / 4.45pm – 5.45pm / Play Den



Emily Lim, Singapore

Emily Lim, author of 10 books, is the 1st outside North America to win 3 medals at the IPPY Awards in children's book, the world's largest book awards, since its inception 14 years ago. Her books have been converted into cartoon animation and other interactive software applications and also recently entered the U.S. and France. Prince Bear & Pauper Bear will debut in Korean translation before end 2011. Her latest four picture books are being published by a major publisher for educational purposes.

Going Independent? Some Dos and Don'ts, Wills and Won'ts
26 May (Thurs) / 4.00pm – 5.00pm / Play Den



Elvina "Rina" Lopez-Bautista, Philippines

Rina Lopez Bautista is the Founder and driving force behind the Knowledge Channel Foundation Inc. (KCFI). In 1999, KCFI launched the Knowledge Channel as its flagship programme and has since been known as the first and only all-curriculum educational television in the Philippines that brings quality education to all public schools nationwide. Through her leadership, Knowledge Channel now reaches over 2,000 public schools in the Philippines benefiting 3 million elementary and high school students.

The Future of Media in Children's Education
28 May (Sat) / 11.45am – 12.45pm / Screening Room

Roundtable: Of Naga & Bidadari: Asian Stories for Global Kid
28 May (Sat) / 2.15pm – 3.15pm / Gallery



Gavin Bishop, New Zealand

Gavin Bishop has published over 40 books that have been translated into nine languages. He has also written the libretti for children's ballets for the Royal New Zealand Ballet as well as scripts for television. Gavin Bishop is widely travelled and has been a guest author and speaker, through UNESCO, in Japan, China, Indonesia and the USA. He was a guest lecturer at the Rhode Island School of Design in 1996. In 2003 with an Art and Science Collaboration Grant at Canterbury University he helped produce the world's first 3-dimensional, animated picture book.

Masterclass on Picture Books*
29 & 30 May (Sun & Mon) / 10.00am – 6.00pm / Gallery

SPEAKERS & THEIR SESSIONS



Greg Childs, UK

Greg Childs worked for over 20 years at the BBC, as a Director, Producer and Executive-Producer of children's programmes. In 1998 he created the first Children's BBC websites and all young people's programming on the new digital channels. As Head of Children's Digital, he developed and launched the children's channels, CBBC and CBeebies. Greg is now a Consultant working with producers on digital strategies and broadcasters on channel launches. He is also Editorial Director of The Children's Media Conference, Head of Studies (Interactive) at the German Akademie Fur Kindermedien, and is a founder-member of the Save Kids' TV Campaign.

Summit Consultant of the Asian Children's Media Summit
28 May (Sat) / 9.30am – 7.00pm

Moderator: Plenary: The Digital Landscape – What Kids Want
28 May (Sat) / 10.15am – 11.15am / Gallery

Moderator: Plenary: Broadcasters and the Cross Platform Revolution
28 May (Sat) / 5.00pm – 6.00pm / Gallery



Helen McAleer, UK

Helen McAleer began her career in publishing at Random House, and thereon at Puffin, Penguin Books' Children's Division. Helen moved to BBC Worldwide to set up the marketing and publicity department for BBC Children's Books. Helen was made UK Publisher for Children's books, video and audio before going on to run the licensing division at BBC Worldwide with responsibility for both children's and adult product. She was Deputy MD of all children's product business, responsible for acquisition and investment of programme and distribution rights and the marketing and selling of those rights worldwide when she left to join Walker Books. Helen is currently MD of Walker Books, UK.

Keynote: A Rose by any Other Name is Still a Rose – Asian Children Content Revisited
27 May (Fri) / 9.30am – 10.30am / Gallery



Holly Thompson, US/Japan

Holly Thompson earned her M.A. in fiction writing from New York University and teaches creative writing at Yokohama City University. Her fiction is often set in Japan and explores issues of biculturalism and identity. Author of the YA verse novel *Orchards* (Delacorte, 2011), the novel *Ash* (Stone Bridge Press), and the picture book *The Wakame Gatherers* (Shen's Books), she is Regional Advisor of the Tokyo chapter of the Society of Children's Book Writers and Illustrators.

Author/Illustrator School Visits: Developing Your Best Programmes
26 May (Thurs) / 10.30am – 11.30am / Screening Room

Of Power and Emotions: Writing Fiction for Young Adults
26 May (Thurs) / 5.30pm – 6.30pm / Play Den



James Teo, Singapore

James Teo started ampulets, a graphic and visual communication design studio in 2006, creating design for print, identity, web, packaging and outdoor or interior spaces. In the studio's latest projects, ampulets created a new publication for Raffles Institution and designed the National Art Gallery's first children's book *Salted Fish*. Outside of client-based projects, ampulets' work has also been featured in art and design exhibitions such as 'Campaign City' (Evil Empire Gallery, 2010), 'The Hitchhikers' Guide to the Galaxy' (Bloodgroup+ Space, 2010), Tiger Translate 2009 and in publications such as *Kult* and *FL.ag*.

Bringing Art to Children: The Making of *Salted Fish*, A Picture Book by the National Art Gallery, Singapore
26 May (Thurs) / 4.00pm – 5.00pm / Living Room

SPEAKERS & THEIR SESSIONS



James Toh, Singapore

In 1996, James Toh started his showbiz career by conceptualising Singapore's first Chinese musical play, "December Rains," by Liang Wern Fook and Jimmy Ye. One of the pioneers of the Singapore film industry, James has produced a host of iconic Singapore films, including Eric Khoo's "12 Storeys", which he also co-wrote in 1997. This was followed by Cannes official entries "Be With Me (2005)" and "My Magic (2008)", also by Eric Khoo, and Royston Tan's "15 (Venice and Sundance 2004)", "4.30 (Berlin 2006)" and "881 (Pusan 2007)". "881: The Papaya Sisters", was the top Asian movie in Singapore in 2007, grossing \$3.5 million at the box office.

Roundtable: Blockbusters – The Muse in the Screen
28 May (Sat) / 6.15pm – 7.00pm / Gallery



Jaswant Singh, Singapore

A Primary 1 Consortium Head at Seng Kang Primary School, Singapore, with 24 years experience, Jaswant Singh is STELLAR trained and champions SEED ICT. She leads her peers in conceptualising and implementing teaching and learning that engages pupils to be confident learners who are engaged and self-directed in their learning.

Symposium: Developing Children into Avid Readers
28 May (Sat) / 10.25am – 11.15am / Chamber



Joanne Teoh, Singapore

Joanne Teoh is a documentary Director who works at the intersection of cinematic narratives and interactive digital story forms, having authored papers, TV programs and university curriculum on the subjects. With over 20 years of media experience, she held senior management, creative and editorial roles at leading news organisations in Asia, honing her journalistic expertise from BBC, CNN and CNA. Joanne was a member of the team that launched Asian network Channel NewsAsia in 1999, where she innovated content for pioneering TV series on social issues, medicine and the environment. Her work have been honored for excellence in journalism and screened around the world.

Summit Director of the Asian Children's Media Summit
28 May (Sat) / 9.30am – 7.00pm

Moderator: Roundtable: Kidwise: Raising Cyberfit Kids
28 May (Sat) / 2.15pm – 3.15pm / Screening Room



John McKenzie, New Zealand

John McKenzie is a Principal Lecturer at the University of Canterbury College of Education, passionate about the centrality of story, in all its guises, in the curriculum. He designed and implemented the graduate level Diploma in Children's Literature. He has many conference papers to his credit, is involved in the development of literacy qualifications in South Africa and has been awarded the Betty Gilderdale Award for services to NZ children's literature.

The Representation of the Island as Space/Place in Film and Picture Books
26 May (Thurs) / 12.00pm – 1.00pm / Living Room

Negotiating the Folktale
27 May (Fri) / 9.30am – 10.30am / Screening Room

Masterclass on Picture Books*
29 & 30 May (Sun & Mon) / 10.00am – 6.00pm / Gallery

SPEAKERS & THEIR SESSIONS



John Thet, Singapore

John Thet is currently the Publisher and Editorial Director of Asian Geographic Magazines Pte Ltd, with 18 years experience in the publishing industry. In 2000, he joined Asian Geographic Magazines Pte Ltd, taking on the role of Creative Director, Photo Editor. Later in November 2005, John took over as Publisher/Editorial Director and Founder of Asian Geo JUNIOR, Asian Geo PASSPORT, Asian Geo THE READ, Asian Geographic Society (Non-Profit Society) and One Asia Festival.

Plenary: The Digital Landscape - What Kids Want
28 May (Sat) / 10.15am - 11.15am / Gallery

Roundtable: Of Naga & Bidadari: Asian Stories for Global Kids
28 May (Sat) / 2.15pm - 3.15pm / Gallery



Julia Posen, UK

Julia Posen started her career in book publishing at Mitchell Beazley working in the co-edition foreign rights team. After four years, and numerous co-edition deals, Julia moved to Evans Brothers, a children's educational publisher, as their Foreign Rights Manager. Thereafter, Julia worked at the BBC for 12 years in a number of different senior roles; Head of Publishing EMEA, Children's DVD Publisher, Head of International Licensing and finally as the Children's Commercial Director. Julia moved to Walker Books in 2010 as the Marketing, Brand and Licensing Director. Julia is also a board member for Walker Productions.

Case Study: E-content - A Publisher's Journey
27 May (Fri) / 3.45pm - 4.45pm / Gallery



June Oei, Singapore

June Oei has more than twenty years of publishing experience. Having completed her "tour of duty" in Pearson Education South Asia, Marshall Cavendish Publishing and MPH Education, June recently left the corporate world to go into semi-retirement. She recently started a boutique consultancy called "Defining Reality", where she is doing what she likes best - that is to help turn around businesses and to take organisations to the next level of development and growth.

Symposium Director of the Asian Children's Publishers Symposium
27 May (Fri) / 9.30am - 6.15pm



Kathleen Ahrens, US/Hong Kong

Kathleen Ahrens is the International Regional Advisor Chair and member of the SCBWI Board of Advisors for the Society of Children's Book Writers and Illustrators, which is a professional organisation for those involved in the creation of media content for children. A linguist and a writer, she is a professor at Hong Kong Baptist University, where she is also a member of the International Writer's Workshop Planning Committee. Kathleen is published in children's magazine market in the US, and has translated top-selling children's books in the Taiwan market.

Panel Critique: First Look (for Illustrators and Authors-Illustrators)
26 May (Thurs) / 2.30pm - 4.00pm / Gallery

Panel Critique: First Pages (for Writers)
27 May (Fri) / 9.30am - 11.00am / The Hall



Kelly Sonnack, US

Kelly Sonnack came to the Andrea Brown Literary Agency after agenting for nearly three years with the Sandra Dijkstra Literary Agency. Prior to that, Kelly worked for the publishing giant Reed Elsevier, where she was an Acquisitions Editor. As an agent, Kelly represents all realms of children's literature. In picture books, Kelly looks for a good sense of

SPEAKERS & THEIR SESSIONS

humor and an authentic voice. In young adult and middle grade fiction, she appreciates character-driven stories but is also drawn to light science-fiction and well-crafted fantasy. In non-fiction for children, she enjoys projects that stimulate the minds of our younger generations. Kelly also represents character-driven juvenile graphic novels.

The Role of an Agent and De-mystifying the Publishing Process, Cradle to Grave
26 May (Thurs) / 12.00pm – 1.00pm / Play Den

Panel Critique: First Pages (for Writers)
27 May (Fri) / 9.30am – 11.00am / The Hall

The Children's Market: What Has Changed and What Sells Now
27 May (Fri) / 2.30pm – 3.30pm / Play Den



Ken Spillman, Australia

With 23 books to his name, Dr Ken Spillman is one of Australia's most prolific authors, editors and critics. His work includes fiction for children, teenagers and adults; short film and documentary video scripts; poetry; history; travel writing; sports writing; and criticism. Ken has won or been shortlisted for numerous literary awards, and the US reference Contemporary Authors has compiled an entry on his career. Ken frequently conducts residencies and workshops at libraries, writers' centres and schools.

Boys Will Be Boys: Writing to Engage Boys
26 May (Thurs) / 2.30pm – 3.30pm / Play Den



Kenny Chan, Singapore

Having worked in the book and publishing field for more than two decades, Kenny Chan has already familiarised himself with the various aspects of the book retail industry. Currently, Kenny is the Merchandising Director, Book Kinokuniya Pacific Asia region. He is involved in the day-to-day operations of the Singapore mainstore including the acquisition of book titles. He has held senior posts in the book industry such as at Popular Holdings and SNP Publishing, and has managed book stores like MPH Bookstores, Harris Bookstores (HK), and EPH Bookstores (HK).

Graphic Novels & the Manga Rave – What's it all About and Why it's so Big
27 May (Fri) / 12.00pm – 1.00pm / Screening Room



Kiran Shah, Singapore/Australia

Kiran Shah started her professional life as a social worker, and then discovered the joys of teaching young children which took her to various parts of the world. While training teachers and selling books she discovered storytelling as a profession and she's convinced she's got the best job in the world.

Storytelling
28 May (Sat) / 10.15am – 10.25am / Chamber



Linda Tan, Malaysia

Linda Tan is the Managing Partner of Yusof Gajah Lingard Literary Agency. She has worked in the publishing industry for more than 15 years and set up her own publishing company to publish children's books. As the Regional Adviser in Malaysia for the Society of Children's Book Writers and Illustrators (and President of the Malaysian chapter), she hopes to develop and nurture local writers and illustrators and is committed to bringing their work to the international market. She has lived and worked in Jakarta, Hong Kong and UK and is keen to promote multicultural understanding through children's books and related activities.

Asian Markets and Experiences
27 May (Fri) / 12.00pm – 1.00pm / Play Den

SPEAKERS & THEIR SESSIONS



Lê Phương Liên, Vietnam

Lien has graduated from Hanoi College of Pedagogy and became a teacher in Hanoi for nine years. She was then an editor at Kim Dong Publishing House. She had five books for children published. She has been the Director of Doraemon Foundation – an educational supporting fund for disadvantaged children - since 1996 until now. She was formerly Head of Children's Literature Department at the Vietnamese Writers Association from 2005 to 2010. From 2010 onwards, she is in charge of Children's Literature in Department of Creating Themes at the same Association.

Asian Markets and Experiences
27 May (Fri) / 12.00pm – 1.00pm / Play Den



Leigh Cunningham, Singapore

Leigh K. Cunningham has been writing full-time for the past five years. Her first two children's books, *The Glass Table* and its sequel, *Shards* are recipients of silver medals from the Mom's Choice Awards (USA). Leigh's next two titles, *Rain* and *Being Anti-Social*, for adult readers, are due to be released in 2011. Leigh is also the founder and Executive Director of the Association of Independent Authors, a membership organisation representing and advancing the interests of independent authors from around the world.

Going Independent? Some Dos and Don'ts, Wills and Won'ts
26 May (Thurs) / 4.00pm – 5.00pm / Play Den

Symposium: Content and Illustrations in Children's Books
28 May (Sat) / 3.15pm – 3.45pm / Chamber

Writing Fundamentals
28 May (Sat) 4.45pm – 5.45pm / The Hall



Lily Hok-Neo Wong, Singapore

Dr. Lily Wong has a Doctoral degree in Counselling/Educational Psychology and holds professional credentials and membership of various boards and institutes in education in the USA, Singapore and Hong Kong. Her expertise in the field of early childhood education has taken her beyond Singapore to many countries, viz. Cambodia, Vietnam, Myanmar, Malaysia, Thailand, Indonesia, China as well as Australia, UK and USA, where she has presented papers and conducted training workshops. Her consultancy experiences include establishing early childhood programs, curriculum development and pre-school teachers training. At present, Lily is the Director of Advent-Links SAUC, a centre for children and family studies.

A Multi Approach: Adult's Role in Literacy Development Through Play
28 May (Sat) / 4.45pm – 5.45pm / Play Den

When to Teach Infant/Toddler to Read?
28 May (Sat) / 6.00pm – 7.00pm / Play Den



Liz Rosenberg, US

Liz Rosenberg is the author of more than 25 award-winning books for children. She has also published novels for adults, poetry, and is editor of five prize-winning anthologies of poems for young people. A documentary, *How a Children's Book is Made*, produced by First Light Productions, featured Rosenberg and her editor Neal Porter. Her work has appeared in *The New York Times*, *The New Yorker*, *Harper's*, *The Atlantic Monthly* and she writes a regular book review column on young people's literature for *The Boston Globe*. She is professor of English and Creative Writing at Binghamton University, in NY.

SPEAKERS & THEIR SESSIONS

The Importance of Place in Children's Literature; How to Make the Most of "Regional" Writing
26 May (Thurs) / 10.30am – 11.30am / Living Room

A Book Reviewer Speaks: Trends in Children's Literature in America
26 May (Thurs) / 4.00pm – 5.00pm / Screening Room

Getting Published: A Candid Discussion with a Writer and a Publisher
27 May (Fri) / 9.30am – 10.30am / Play Den



Mahendran Maniam, Malaysia

Dr Mahendran Maniam is a senior lecturer at Sultan Idris Education University, Malaysia. He has been involved in picture book writing for the past 20 years and has published more than fifty books for children. His books are sold in many Asian countries. He has researched and presented papers pertaining to picture book writing at international seminars. His latest picture book series is Joey Series, published and marketed worldwide by Kiddibird in Malaysia.

What do Children Look Forward to in a Picture Book
28 May (Sat) / 11.45am – 12.45pm / Play Den



Malini Roy, Singapore

Malini Roy currently teaches English Literature at Nanyang Technological University. She has contributed chapters on graphic novels in published and forthcoming scholarly essay anthologies, and has adapted Hamlet for the *Campfire* series of graphic novels (New Delhi, India: forthcoming 2011). Formerly, she worked at the Sussex Centre for Folklore, Fairy Tales and Fantasy (University of Chichester, UK). Her previous work includes the writing, publishing and performance of scripts for *Recess!*, a National Public Radio programme on global cultures of childhood, co-produced by the University of Florida.

Graphic Novels & the Manga Rave – What's it all About and Why it's so Big
27 May (Fri) / 12.00pm – 1.00pm / Screening Room



Mio Debnam, Hong Kong

Mio is the Regional Adviser for the Society of Children's Book Writers and Illustrators, Hong Kong chapter, and the author of four picture books, as well as a middle-grade novel and several educational readers. A former editor-in-chief for two daily English newspapers for children, she has also had various adult short stories and articles published. She is currently working as a writer and an editor of novels for children and young adults.

Panel Critique: First Look (for Illustrators and Authors-Illustrators)
26 May (Thurs) / 2.30pm – 4.00pm / Gallery

Panel Critique: First Pages (for Writers) / 27 May (Fri)
9.30am – 11.00am / The Hall



Murti Bunanta, Indonesia

Dr. Murti Bunanta is a children's literature specialist giving talks and workshops in Indonesia and abroad. She has written 50 books for children, five of them received international awards. She is the President and the Founder of Society for the Advancement of Children's Literature (1987) and Indonesian Board on Books for Young People (1990). She owns more than 30,000 children's books from around 35 countries.

Specialised Workshop: Picture Book Production Workshop (in Malay)*
28 May (Sat) / 1.30pm – 4.30pm / Living Room

SPEAKERS & THEIR SESSIONS



Nina Sabnani, India

Nina Sabnani is a film maker, animator and a published illustrator of children's books. Her most recent work Home is based on the traditional Kaavad storytelling tradition of Rajasthan and is designed to elicit stories from children. Mukund and Riaz, an animated film was also made into an illustrated book which won critical acclaim internationally. One of her illustrated books, My Mother's Sari was selected as an Outstanding International Book for 2007 in the U.S.A. Nina is currently an Associate Professor at the Industrial Design Centre, IIT Bombay, teaching animation and illustration and pursuing her doctoral research in the area of storytelling.

Illustrating in the Digital Age
27 May (Fri) / 10.45am - 11.45am / Screening Room

Evoking Imagination in Illustration and Animation Films
27 May (Fri) / 4.00pm - 5.00pm / Screening Room



Neal Porter, US

Neal Porter has been in and around the book publishing industry for more than 30 years. In 2000, he helped to found Roaring Brook Press, where he is currently Editorial Director of Neal Porter Books. Books he has edited have won numerous citations including the Boston Globe-Horn Book Award, two Caldecott Honors, two Theodore Geisel Honors, a Seibert Honor for Nonfiction, the Sugarman Award for Biography, and more than 30 ALA Notable Book Citations.

The Marketplace: The Global Market for Asian Children's Books:
What Travels, What Doesn't . . . and Why?
26 May (Thurs) / 10.30am - 11.30am / Play Den

Panel Critique: First Look (for Illustrators and Authors-Illustrators)
26 May (Thurs) / 2.30pm - 4.00pm / Gallery

Getting Published: A Candid Discussion with a Writer and a Publisher
27 May (Fri) / 9.30am - 10.30am / Play Den

A Runaway Success: A Case Study of Children Content that Made it Big
27 May (Fri) / 12.00pm - 1.00pm / Gallery



Nooraini M Nor, Malaysia

Nooraini has over 10 years of experience in the field of Teaching English as a Second/ Foreign Language to students of international backgrounds in a range of educational contexts. She had trained pre-service and in-service teachers for the London Teacher Training College Diploma in TESOL. As the Regional Knowledge Manager for Scholastic Asia, Nooraini is responsible of Curriculum Development and Teacher Professional Development in Malaysia, Indonesia and Singapore. She has also delivered various Teacher Professional Development workshops for the Malaysian Ministry of Education and the State Education Departments.

Symposium: Fostering a Love for Reading & Learning in the 21st Century
28 May (Sat) / 3.45pm - 4.15pm / Chamber



Nury Vittachi, Hong Kong

Nury Vittachi writes novels which are published around the world in many languages. He was recently chairman of the judges of the world's largest Iliterary prizes. His writings are published monthly, weekly or daily in at least 10 countries. Founding editor of the Asia Literary Review, he has authored plays and comic-books, sold screenplays and runs the hyperactive mrjam.org website.

Introduced by: Children's Literature Lecture and Awards Presentation Ceremony
27 May (Fri) / 6.30pm - 9.00pm / Chamber

SPEAKERS & THEIR SESSIONS



Poh Yeang Cherng, Singapore

Poh Yeang Cherng is Director and Cyber Wellness Consultant at Kingmaker Consultancy Pte Ltd. He is a pioneer of the Cyber Wellness movement in Singapore and served on the National Internet Advisory Committee's Cyber Wellness Task Force (2002-2005). He set up Singapore's first Cyber Wellness Centre with TOUCH Cyber Wellness in 2006 and was also directly involved in developing a body of cyber wellness values, ethics and best practices, to promote cyber wellness at the national level. With an up-to-date knowledge of the latest Internet and video game trends and intervention strategies, he has helped many parents, counseling and social work professionals cross the digital divide to reach youths.

Roundtable: Kidswise: Raising Cyberfit Kids
28 May (Sat) / 2.15pm – 3.15pm / Screening Room



Pooja Makhijani, US/Singapore

Pooja Makhijani, the author of *Mama's Saris*, a picture book, has her essays and short fiction published in a number of children's literary magazines, including *Cicada*, *Kahani*, and *New Moon*. She has taught writing and children's literature at Western Connecticut State University and Middlesex County College. In addition, Pooja has conducted writing workshops and presentations at a number of colleges and universities, schools, libraries, and other educational institutions all over the United States. She maintains a comprehensive online bibliography of South Asia and the South Asian diaspora in children's literature.

Conference Consultant of the Asian Children's Writers & Illustrators Conference
26 – 27 May / 9.30am – 6.30pm

More Than Monkeys, Maharajahs And Mangoes: An Overview of South Asian Literature for Kids
26 May (Thurs) / 5.30pm – 6.30pm / Living Room

Using the Craft of Creative Writing in the Classroom
28 May (Sat) / 11.45am – 12.45pm / The Hall



R. Ramachandran, Singapore

R Ramachandran has been associated for more than 30 years with the promotion of reading, literary arts, publishing and library development in his capacity as Director, National Library and Deputy Chief Executive, National Library Board. Following his retirement in 2004, he was appointed Secretary – General International Federation of Library Associations and Institutions (IFLA) in Hague, Netherlands and subsequently as Executive Director, of the National Book Development Council of Singapore.

Conference Director of the Asian Children's Writers & Illustrators Conference
26 – 27 May / 9.30am – 6.30pm



Rabia Shahul, Singapore

Rabia Shahul has 20 years of teaching experience in both primary and secondary schools, and a stint at Curriculum Planning and Development Division at MOE HQ. She has received the highest accolade for teachers, the President Award for Teachers (PAT) in 2004 and the Dr Ruth Wong Medal for Overall Best performance in DDM for Middle Managers. She has a Masters in Curriculum and Teaching from Columbia University, New York. Rabia is currently the principal of Seng Kang Primary School, Singapore.

Symposium: Developing Children into Avid Readers
28 May (Sat) / 10.25am – 11.15am / Chamber

SPEAKERS & THEIR SESSIONS



Richard Wan, Singapore

Richard Wan is the co-founder and CEO of E-Book Systems (www.ebooksys.com), which was founded in 1998 with a mission to bring the natural look and feel of the paper-based book into the domain of consumer products, computers and the Internet. He brings with him more than 20 years of experience in the high-tech industry and entrepreneurship with the last 12 years focusing on helping publishers and corporations to embark on Digital Publishing. Richard is regularly invited to business conferences and seminars to speak on the trend and issues of Digital Publishing.

Digital Trends and Its Impact on Children's Books
28 May (Sat) / 11.45am -12.45pm / Gallery



Rhoda Myra Garces-Bacsal, Singapore

Dr. Garces-Bacsal is a Lecturer/Teacher Educator at the National Institute of Education, Singapore. Research interests include socioaffective concerns of the gifted, experiences of flow among artists and artists-in-training, family influences in nurturing talents; use of bibliotherapy among high ability learners. Her passion for the written word is such that she has created a website for children's literature and YA fiction (www.gatheringbooks.org) where she features writers, illustrators and children's voices about narratives that moved them.

Panel Discussion: Building a Nation of Readers via Web 2.0: An Introduction to Kidlitosphere and the YA Blogosphere
25 May (Wed) / 5.30pm - 7.00pm / Gallery

On Fairies (Diwata), Mousedeeers (Sang Kancil), Merpeople, and Magic Spells:
Threads that Bind Children's Tales from Singapore, Philippines, Malaysia and Indonesia
26 May (Thurs) / 2.30pm - 3.30pm / Screening Room



Sayoni Basu, India

Educated at Calcutta and Oxford, Sayoni Basu has been working in publishing for many years. She has worked at OUP and Penguin, and is currently Publishing Director at Scholastic India. Scholastic Corporation is the world's largest publisher and distributor of children's books and a leader in educational technology.

Panel Critique: First Pages (for Writers)
27 May (Fri) / 9.30am - 11.00am / The Hall

Asian Markets and Experiences
27 May (Fri) / 12.00pm - 1.00pm / Play Den

Roundtable: Of Naga & Bidadari: Asian Stories for Global Kid
28 May (Sat) / 2.15pm - 3.15pm / Gallery



Stanley Han, Singapore

Stanley Han is the Co-Founder and CEO of Personal e-Motion Pte Ltd (PEM) incorporated in 2003. Over the years, PEM has grown from a three men start-up to a high-tech company with more than 31 staff. PEM's media fusion technology, called KooBits, creates e-books at a more competitive pricing, a faster delivery speed and a better user experience. Unlike static ebooks, the KooBits powered ebooks will feature enhancements such as moving pictures, games revolving around the storyline and access to further background information on a particular topic within the book.

E-content: Why We Should All Pay Attention
27 May (Fri) / 2.30pm - 3.30pm / Gallery

SPEAKERS & THEIR SESSIONS



Stephen Mooser, US

Stephen Mooser is the author of more than 60 books for children from picture book titles such as *The Ghost with the Halloween Hiccups*, to nonfiction, *Lights! Camera! Scream!*, series and chapter books, *The All-Star Meatballs*, *The Treasure Hounds*, *The Creepy Creature Club*, *Goofball Malone*, *Ace Detective* and novels such as *The Hitchhiking Vampire* and *It's A Weird, Weird School*. A former filmmaker and treasure hunter, he is co-founder of the Society of Children's Book Writers and Illustrators, and currently serves as the organisation's President.

Keynote: What is the Future of Children's Publishing?
26 May (Thurs) / 9.30am - 10.15am / Chamber

Panel Critique: First Pages (for Writers)
27 May (Fri) / 9.30am - 11.00am / The Hall
Writing Chapter Books For Boys / 27 May (Fri) / 2.30pm - 5.30pm / Living Room



Susan Harris-Sharple, US

Professor Susan Harris-Sharple's focus of research and study interest is developmental and multicultural literacy and urban education. She is Professor Emeritus of Education at Wheelock College, and served as the first Dean of Education. Susan has taught abroad in Calcutta, India, and Karachi, Pakistan. She has written on the use and difficulty levels of textbooks in classrooms, children's writing, and multicultural education.

Congress Director of the Asian Primary and Preschool Teachers Congress
28 May (Sat) / 9.30am - 7.00pm

Keynote: Engaging and Extending Children's Language Knowledge and Use Through Storybooks
28 May (Sat) / 9.30am - 10.15am / Chamber

Supporting Young Children's Writing Development through Encouraging Developmental Spelling
28 May (Sat) / 11.45am - 12.45pm / Chamber



Syahrizan Mansor, Singapore

As Director, Head of Programming and On-Air of Nickelodeon Asia, Syahrizan Mansor is responsible for all programming and on-air promotions for Southeast Asia and Greater China. Bringing with her 14 years of experience in regional broadcast and media, Syahrizan oversees the development of the Nickelodeon's programming and content to drive reach and growth of the Nickelodeon brand in the Asian market. Based in Singapore, Syahrizan is instrumental in extending the Nickelodeon experience to kids.

Plenary: Broadcasters and the Cross Platform Revolution
28 May (Sat) / 5.00pm - 6.00pm / Gallery



Tarie Sabido, Philippines

Tarie Sabido was a lecturer of writing and literature at De La Salle University-Taft and Ateneo de Manila University, and editor of instructional materials at goFLUENT International. She was a judge for the 2009 Children's and Young Adult Bloggers' Literary Awards (CYBILS) and the 2010 Philippine National Children's Book Awards. Tarie blogs about children's and young adult literature at *Into the Wardrobe*, *Asia in the Heart*, and *World on the Mind*. She is also on the staff of *Color Online*, a blog about women writers of colour for children, young adults, and adults.

Panel Discussion: Building a Nation of Readers via Web 2.0: An Introduction to Kidlitosphere and the YA Blogosphere
25 May (Wed) / 5.30pm - 7.00pm / Gallery

SPEAKERS & THEIR SESSIONS



Tim Levell, UK

Tim Levell has spent much of his 15-year media career producing quality factual content for today's demanding children on both TV and the web. He created and launched the Newsround website for Children's BBC. It is still the world's most popular daily news website for children with up to 500,000 unique users a week. He is now in charge of Blue Peter, a topical factual magazine show which, at 53 years old, is the longest-running children's show in the world - but which has only survived by keeping up with the latest media trends for children.

Plenary: The Digital Landscape - What Kids Want
28 May (Sat) / 10.15am - 11.15am / Gallery

Plenary: Broadcasters and the Cross Platform Revolution
28 May (Sat) / 5.00pm - 6.00pm / Gallery



Viswa Sadasivan, Singapore

With over 27 years of television experience, Viswa Sadasivan is best known to the public as the face of the (then) Singapore Broadcasting Corporation's breakthrough news and current affairs programmes such as Talking Point, Feedback and Today in Parliament. He was instrumental in laying the groundwork for Singapore Press Holdings's venture into the television industry. Today, Viswa is the CEO of Strategic Moves Pte Ltd, having conducted strategic communications training for the senior management from the regional operations of Fortune 500 companies to government and quasi-government agencies in Singapore.

Moderator: Roundtable:
Blockbusters - The Muse in the Screen
28 May (Sat) / 6.15pm - 7.00pm / Gallery



Warren Buckleitner, US

Dr. Warren Buckleitner has been reviewing children's technology products since the 1980s, and is the founding Editor of Children's Technology Review. He is also a regular contributor to The New York Times, Scholastic Parent & Child, KidScreen and the popular Gadgetwise blog. In 2000, Warren founded the Dust or Magic Institute to help designers and researchers better understand children's interactive media publishing. He also founded the Mediatech Foundation, a non-profit community technology centre housed in his town's library, where he serves as a Trustee.

Keynote: Decoding the Digital Kid
28 May (Sat) / 9.30am - 10.15am / Gallery

Keynote: New Tools for an Old Job: A Survey of Apps for Literacy
28 May (Sat) / 2.15pm - 3.00pm / Chamber



Wong Kok Cheong, Singapore

Prior to founding Sparky Animation, Dr. KC Wong was a Tenured Associate Professor at Nanyang Technological University, Singapore from 1993 to 2006. He is one of the pioneers significantly involved in developing the character animation pipeline of Digital Domain, USA. He played many key roles in the following animation shows: Dinosaur

SPEAKERS & THEIR SESSIONS

Train, Mr. Moon, Zigby, Freej, Veggie Tales: Big River Rescue, 3-2-1 Penguins, and Ten Commandments. He is currently the Executive Producer for the animation TV series Jack and Fleabag Monkeyface.

Panel Critique: First Look (for Illustrators and Authors-Illustrators)
26 May (Thurs) / 2.30pm - 4.00pm / Gallery

Developing Your Book into an Animation Property
26 May (Thurs) / 5.45pm - 6.45pm / Gallery

Case Study: E-content - A Publisher's Journey
27 May (Fri) / 3.45pm - 4.45pm / Gallery



Ye Shufang, Singapore

Ye Shufang's art practice spans over 15 years. She has held solo exhibitions at The Belgrade Cultural Centre, Serbia 2004; Cemeti Art House, Yogyakarta 2004 and Plastique Kinetic Worms, Singapore 2004. She has also been invited to participate in numerous curated exhibitions and forums in Venice, Stockholm, Beijing, Oslo, Seoul and Singapore. In 2005, she was commissioned to create an on-site installation artwork for the Singapore Pavilion at the World Exposition in Nagoya, Japan. Shufang has been acknowledged in a number of awards and is presently Assistant Director (Education & Outreach) at the National Art Gallery, Singapore.

Bringing Art to Children: The Making of Salted Fish, A Picture Book by the National Art Gallery, Singapore
26 May (Thurs) / 4.00pm - 5.00pm / Living Room



Yeo Wei Wei, Singapore

Yeo Wei Wei completed her doctorate on Dante and nineteenth-century British poetry and painting at Cambridge University in 2000. From 2000 to 2007 she was Assistant Professor at the department of English Language and Literature at the National University of Singapore. She headed the department of English at School of the Arts, spearheading the teaching of literature through creative writing. She is presently Assistant Director (Publications & Resource Centre) at the National Art Gallery. She has published essays, reviews, short stories, poems, a novella, and a children's picture book.

Bringing Art to Children: The Making of Salted Fish, A Picture Book by the National Art Gallery, Singapore
26 May (Thurs) / 4.00pm - 5.00pm / Living Room



Yusof Gajah, Malaysia

The roots of Yusof Gajah's current paintings come from more than two decades of exploring naïve art not only for art's sake but also for its story telling possibilities. An accomplished children's book illustrator, Yusof has won several prestigious awards including the 1997 Grand Prix awards at Noma Concours for Children's Picture Book Illustration in Japan. Best loved for his delightful Tiga Ekor Gajah children's book, Yusof reveals himself as a storyteller with a sensitive way of imparting knowledge and wry wit that ignites our imagination, children and adult alike.

Specialised Workshop: Picture Book Production Workshop (in Malay)*
28 May (Sat) / 1.30pm - 4.30pm / Living Room

SPEAKERS & THEIR SESSIONS



Yvone Foong, Singapore

Yvone has worked in Los Angeles, Hollywood in the film, television and animation industry as Vice President for Mike Newell's film and television production companies which directed *Harry Potter and the Goblet of Fire*, and *Prince of Persia*. As the Executive Vice President of Distribution and Business Development for an entertainment company based in Hong Kong and Los Angeles, Yvone opened up content distribution on mobile platforms in Asia. Later, as Chief Operating Officer of an IPTV company, she acquired a large number of content for mobile and Internet delivery platforms including Sony movies, HIT! Entertainment for kids, KBS, to name a few. Currently, she is CEO of Zixxe Pte Ltd, a company which creates and produces mobile content for kids on the iPhone and Android platforms.

Plenary: The Digital Landscape - What Kids Want
28 May (Sat) / 10.15am - 11.15am / Gallery

Roundtable: Blockbusters - The Muse in the Screen
28 May (Sat) / 6.15pm - 7.00pm / Gallery

CURATORS FOR CHILDREN'S BOOK ILLUSTRATORS' GALLERY (BIG)



Susanna Goho-Quek, Singapore

Susanna trained and worked as a fashion designer until her marriage in 1971, then was a housewife until becoming an interior designer and artist in 1991. Susanna has written and illustrated an original children's story book "*God Is Hu?*". A version of this book was produced using textures and Braille, for the visually handicapped. Most recently she has completed illustrations for the original fairy tale "*A Single Tear*" written by KK Seet. In her spare time she teaches children's art at the National Geographic store in Kuala Lumpur. Her latest project is training refugee teenagers to become art instructors to preschool-age children.



Kenneth Quek, Singapore

Kenneth is the Regional Advisor for the Society of Children's Book Writers and Illustrators (SCBWI), Singapore chapter. He started Kikaly in 2009 to publish children's books and learning materials.

Disclaimer

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

* A separate registration fee applies for Specialised Workshops (in Mandarin & Malay) and Masterclass on Picture Books

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26 – 28 May 2011
@ The Arts House, Singapore
Asian Content for the World's Children

26 & 27 May 2011	Asian Children's Writers & Illustrators Conference
27 May 2011	Asian Children's Publishers Symposium
28 May 2011	Asian Children's Media Summit
28 May 2011	Asian Primary and Preschool Teachers Congress
26 – 28 May 2011	Media Mart
28 & 29 May 2011	Specialised Workshops*
29 & 30 May 2011	Masterclass on Picture Books*

REGISTRATION FORM

Yes! I want to sign up for

(registration fees include free entry to the Media Mart, from 26 to 28 May 2011)

1. Three Days**:

S\$400 per person

2. Two Days**:

S\$300 per person

Please select two days of your choice:

26 May

27 May

28 May

3. One Day**:

S\$200 per person

Please select one day of your choice:

26 May

27 May

28 May

4. Half Day**:

S\$150 per person

Please select any one session of your choice:

26 May (am)

26 May (pm)

27 May (am)

27 May (pm)

28 May (am)

28 May (pm)

Note:

* A separate registration fee applies for Specialised Workshops (Mandarin & Malay) and Masterclass on Picture Books.

** Participants can attend any programme of their choice taking place on the day(s) they have registered unless specified otherwise.

Specialised Workshops*

1) Writing Stories for Picture Books (in Mandarin) by Chen Chih-Yuan, Taiwan
(儿童图书写作 - 陈致元, 台湾)

28 May from 9.30am to 12.30pm

S\$40 per person

2) Picture Book Production (in Malay) by Yusof Gajah, Malaysia & Murti Bunanta, Indonesia
(Bengkel Menghasilkan Buku Bergambar - Yusof Gajah, Malaysia & Murti Bunanta, Indonesia)

28 May from 1.30pm to 4.30pm

S\$40 per person

3) Illustrating Picture Books (in Mandarin) by Chen Chih-Yuan, Taiwan
(儿童图书插画 - 陈致元, 台湾)

29 May from 10.00am to 1.00pm

S\$40 per person

Masterclass on Picture Books*

by Anushka Ravishankar, India & Gavin Bishop and John Mckenzie, New Zealand

29 & 30 May from 10.00am to 6.00pm

S\$200 per person

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Schedule: seating per session is on first-come-first-served basis.

Disclaimer

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



See you next year at the
Asian Festival of Children's content

26 – 29 May 2012





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