



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

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

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

#### Target Audience

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

#### TRACK A: New Media Technologies & Children's Content

- 6 May**
- 10am – 11am : Interactive strategies to engage the internet-centric children today
  - 11am – 12pm : The Children's e-Book, Revisited
  - 12.15pm – 1.45pm: Creating and Disseminating interactive digital content for education and publishing
  - 2.30pm – 3.30pm: The emerging world of multimedia content: How it works and how writers and publishers can profit from it
  - 3.45pm – 4.45pm: Screen to Print: Turning your animation into books
- 7 May**
- 9.30am – 10.30am: One content, multiple manifestations: Opportunities
  - 10.45am – 11.45pm: What every writer and publisher needs to know about creating digital materials for children
  - 12pm- 1pm : The Dust and the Magic of Children's Interactive Publishing
  - 2.30pm – 3.30pm: Graphic Novel Publishing: Developing content for theatrical live-action films, animation and video games
  - 4.45pm – 5.45pm: Young readers Online: Optimising the Internet & Digital Media

#### TRACK B: Alchemy of Writing

- 6 May**
- 10am – 11am : Writing across Borders: Taking Asian Content to the World
  - 11am – 12pm : From Fairy Tales to Harry Potter: Some Literary Pointers for Children's Authors
  - 12.15pm – 1.15pm: The Art of the Play: From Page to Stage
  - 12.15pm – 1.15pm: Many Windows: How to co-write across cultures and countries
  - 2.30pm – 3.30pm: Local Content, Global Appeal: Introducing customs & traditions in children's and young fiction
  - 3.45pm – 4.45pm: Writing non-fiction for school and education
  - 4.45pm – 5.45pm: The imperative for multicultural literacy
  - 4.45pm – 5.45pm: Writing Faith & Religion: Dropping the preachy tone in children's and young fiction
- 7 May**
- 9.30am – 10.30am: Building bridges-bringing Asia to Australian children through books
  - 10.45am – 11.45am: Bringing Oral Cultural Stories to the Page
  - 12pm – 1pm: Weaving historical stories into fiction for children
  - 12pm – 1pm : The boon and bane of wearing Two Hats – Writing and Illustrating
  - 2.30pm – 3.30pm: The centrality of story in the curriculum
  - 3.45pm – 4.45pm: Singapore Success Stories
  - 4.45pm – 5.45pm: How to create the best multicultural books

## TRACK C: Illustrators' Palette

### 6 May

10am-11am	:	The postmodern picture book
11am – 12pm	:	Topic to be confirmed
12.15am – 1.15pm:		Designing and illustrating for educational games and aids
2.30pm – 3.30pm:		Popular culture and the media: hooking the reluctant reader
3.45pm – 4.45pm:		Illustrating: Making stuff up without stuffing up
3.45pm – 4.45pm:		Modern Myths: Re-presenting Traditional Stories in Graphic Novels
4.45pm – 5.45pm:		Comics Writing: Sequences of Consequence
6pm – 9pm	:	The Manuscript workshop (workshop)

### 7 May

9.30am – 10.30am:		Visual language: deciphering the picture
10.45am – 11.45am:		Illustrating: finding your voice, finding your style
12pm – 1pm	:	The boon and bane of wearing Two Hats – Writing and Illustrating
2.30pm – 3.30pm:		Designing & Illustrating for school curriculum materials
3.45pm – 4.45pm:		Topic to be confirmed
6pm – 9pm	:	Storyboards and Picture Book Dummies for Good Bookmaking (workshop)

## TRACK D: Librarian's Menu

### 6 May

11am – 12pm	:	Wither our roots and our values? Maximizing Asian children's literature
2.30pm – 3.30pm:		Hocus Pocus – The Magic Formula to charm kids into reading

### 7 May

9.30am – 10.30am:		Providing effective electronic services for children
2.30pm – 3.30pm:		Using picture books to support curriculum in primary and pre-schools

## TRACK E: Publishers' Daily Bread

### 6 May

10am – 11am	:	What publishers look for in Children's and Young Adult's stories? – the real score
11am – 12pm	:	LaMB: Choosing original content – What producers look for in Scripts
12.15pm- 1.15pm:		Self publishing: pros and cons, tricks, tips and tools
4.45pm – 5.45pm:		Copyright and Licensing: Translation, Film, TV and Electronic materials
4.45pm – 5.45pm:		Topic by SCBWI (to be confirmed)

### 7 May

10.45am – 11.45am:		Topic to be confirmed
10.45am – 11.45am:		Publishing news for students: Values-driven journalism
2.30pm – 4.30pm:		Insider's Guide to Getting Published
3.45pm – 4.45pm:		Copyright issues in the emerging world of online content
4.45pm – 5.45pm:		Adding value to your products: Printing and production techniques for children's materials
4.45pm – 5.45pm:		Multilingual Pluralities in Picture Books

## TRACK F: Marketing and distribution – Creating Bestsellers

### 6 May

10am – 11am	:	The emerging role of literary agents in Asia: How they can contribute to the development of children's content
2.30pm – 3.30pm:		Selling Picture Books for Young Readers
3.45pm – 4.45pm:		Promoting Your Craft

### 7 May

9.30am – 10.30am:		The bestsellers: How children's books are now distributed and sold
12pm-1pm	:	The Children's Market: What has changed and what sells now?
3.45pm – 4.45pm:		Marketing and reaching out to media savvy children

## TRACK G: ACWIC HIGHLIGHTS

### 6 May

6pm – 9pm : Writing Plays for Children (workshop)

### 7 May

12pm – 1pm : Producing an Animation based on a script: The production secrets revealed

4.45pm – 6.15pm: Aspiring Writers: Kick Starting your Career in Writing

6pm – 9pm : Writing Young Adults Fiction (workshop)

### 8 May

9am – 10am : What is Young Adults Fiction? Where it came from and where it is heading

9am – 10am : Indian English Literature and International Book Prizes: How Indian writers have adapted the English language to express themselves

12pm – 1pm : What Makes a Good Idea: for a Story, Play or Film

12pm – 1pm : Dressed for Success. Designing book covers that sell

2.30pm – 5.30pm: Screenwriting for Young People (workshop)

5pm – 6pm : Writing for teenagers with special needs and youths at risk

5.00pm – 6.30pm: In Conversation with Jessie Wee and Margaret Lim

## 2. Asian Children's Publishers Symposium, 8 May 2010 Target audience: Publishers, book and media distributors, and retailers

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

- 9am-10.30am : Panel presentation
- Challenges of Co-publishing and Disseminating Children's Books on Living Heritage in Asia
  - Business opportunities: the children's book industry in India
  - Cross Media or Multimedia publishing of children's materials in Japan
- 10.45am – 11.45am: Responding to the challenges and the opportunities in publishing for children in Asia
- 10.45am – 11.45am: Digital Rights and e-Publishing
- 12pm – 1.30pm : Publisher's Business Initiative I  
ASEAN / India Writers, Illustrators and Publishers Dialogue
- 2.30pm – 3.45pm : Panel Presentation
- The market for Asian children's books in Australia
  - Trends in the production of Children's books and related content in France
  - Picture Books: Selling Rights to Taiwan and China - What these markets are looking for
- 4pm - 5pm : Cross Media Publishing as a way forward
- 5.15pm – 7pm : Publisher's Business Initiative II  
Asia / Australia Writers, Illustrators and Publishers Consultation

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

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

- 9.30am – 10am : Keynote 1 – Comprehensive Literacy Instruction Programme – What Does it Constitute?  
10am – 10.30am : Keynote 2 – Facilitating Literacy Development through ICT
- 10.45am–11.45am: Concurrent Sessions  
- Integrating Information Technology into the Classroom: Creating Electronic Books with Young Children to Support Literacy Learning  
- Inspiring children to read & love reading: strategies that work  
- Effective strategies for developing pupils’ vocabulary
- 12pm – 1pm : Plenary - Enhancing Reading and Writing Instruction
- 2.30pm – 3.30pm : Concurrent Sessions  
- Emergent writing developmental stages and their benefits  
- Developing Reading Skills in Children at Risk for Reading Failure  
- Introducing Literature to primary school pupils
- 3.45pm – 4.45pm : Concurrent Sessions  
- Shared Book Approach: Big Books for the Early Readers  
- Digital Storytelling: the multiplier effect  
- Effective Strategies for developing children’s oral skills

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

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

- 10am – 11am : Brainchildren
- 11am – 12pm : 5 Steps to Making your Child Self-Confident
- 12pm – 1pm : Concurrent Sessions  
- Starting with the Parents: Strategy of using books to educate children at home  
- Multicultural Literature: Looking Out to Grow Within  
- How to make Bed-time Storytelling fun and why it is so important
- 2.30pm – 4.30pm : Values-based coaching and mentoring through Storytelling
- 4.30pm – 5.30pm : Concurrent Sessions  
- How to Successfully Incorporate Fun and Learning in Children’s Workshop and Programmes  
- Coping with Bullying - Breaking the Silence

#### **Disclaimer**

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

**Co-Organised by:**

