



National Book Development Council of Singapore

Storytelling ● Reading ● Writing ● Publishing

All In! Young Writers Seminar 2010

Theme: Writing and the New Media

Date: 20 February 2010 (Saturday)

Time: 9.30am – 7.00pm

Venue: The Arts House (1 Old Parliament Lane)

| Time | Descriptions | Venue | Speakers |
|---|---|---------------------|--|
| 9.30am – 10.00am | Registration | Outside of Play Den | |
| 10.00am 10.45am (45 minutes) Q & A - 15 minutes | Plenary Session I: <i>Writing and the New Media: Redefining the Author / Reader / Text Relationship</i> Moderator: R. Ramachandran | Play Den | Asst Prof Daniel Reimold, Visiting Assistant Professor, NTU Hyacinths Pennefather, Public Relations Client Services Executive, Asia-Pacific Connections |
| 10.45am – 11.00am (15 minutes) | Tea Break | Living Room | |
| 11.00am – 12.30pm (90 minutes) 2 speakers, 30 minutes each Q & A - 30 minutes | Concurrent Session 1: <i>The Age of Blogging - "Why We Write: The Future of Content-Creation"</i> Moderator: Paul Rae | Play Den | Ivan Chew, Head of the Adult & Young People's Services, NLB and avid blogger Lucian Teo, Blogger |
| | Concurrent Session 2: <i>Comics</i> Moderator: Lance Ng | Blue Room | Otto Fong, author and publisher of "Sir Fong's Adventures In Science" Jerry Hinds, President, Association of Comic Artists (Singapore) and Founder, Nice One Entertainment, Singapore |
| 12.30pm – 2.00pm (90 minutes) | Lunch (on your own) | | |

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| 2.00pm – 2.45pm (45 minutes) Q & A - 15 minutes | Plenary Session II: <i>New Media and Creativity - the Great Leveller?</i> Moderator: Koh Juat Muay | Play Den | Paul Rae, Writer, Lecturer @ NUS and Artistic Director of Spell#7 |
| 2.45pm – 4.15pm (90 minutes) 2 speakers, 30 minutes each Q & A – 30 minutes | Concurrent Session 3: <i>Online Journalism</i> Moderator: Jerry Hinds | Play Den | Ravi Philemon, Chief Editor of The Online Citizen Quak Hiang Whai, author of “No comments and don’t quote me” |
| | Concurrent Session 4: <i>Publishing and the New Media</i> Moderator: Chua Hong Koon | Blue Room | Lance Ng, Publisher of Renaissance Publishing Sean Elwell-Sutton, Digital Solutions Manager, Cambridge University Press, Asia |
| 4.15pm – 4.20pm (5 minutes) | Short Break | | |
| 4.20pm – 6.00pm (100 minutes) 4 speakers, 20 minutes each Q & A - 30 minutes | Forum: <i>Career Options for those with Writing Skills and Aptitude to Write</i> Moderator: Fong Hoe Fang | Play Den | Koh Juat Muay, Director for The Little Blue Dot Consultancy Chua Hong Koon, Publisher Adibah Isa, Writer / Editor @ www.GuideGecko.com Anita Parkash, Legal and Intellectual Property Manager for Cambridge University Press |
| 6.00pm – 7.00pm (60 minutes) | Tea Reception | | Living Room |