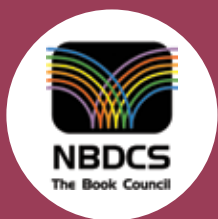


THE WRITE MEDIA FOR THE WRITE AUDIENCE

**ALL**  
YOUNG WRITERS MEDIA FESTIVAL  
**IN!**



18 & 19  
FEBRUARY  
2012

**ALL**  
YOUNG WRITERS MEDIA FESTIVAL  
**IN!**

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**18 & 19  
FEBRUARY  
2012**

**RENDEZVOUS  
HOTEL**

# FOREWORD

The All In! Young Writers Seminar was started in 2009 to widen the literary horizons of talented young writers in Singapore. Previous editions of All In! aimed to achieve this through a series of activities that would:

1. Provide young writers with a platform to meet their peers and established practitioners from whom they could learn – and be inspired by their interest and enthusiasm in the craft and business of writing.
2. Expose young writers to the multitude of writing opportunities beyond the school context and familiarise them with the latest trends, while imparting knowledge and skills.
3. Serve as food for thought, sparking inspiration and creativity in the young writers that will enable them to build their future writing careers.

Our programme is driven by the ideas and issues that animate all forms of writing in traditional and new media such as poetry, comics, fiction and blogs, and we address pertinent topics about the future of publishing and career options for young writers. This event brings together speakers who are highly respected and significant contemporary writers, publishers, and leading public intellectuals, all practitioners from across the different forms of media. Fundamentally, the festival provides an environment for engaging these speakers in discussions, and participants are invited to raise questions on matters that concern them as writers.

All In! has earned an enviable reputation as one of Singapore's most eagerly anticipated literary events for young writers. Responding to feedback from an ever growing audience, All In! has grown every year and now offers workshops, forums, panel discussions, an Author's Bookfair, and networking sessions. To reflect this growth and the industry shift towards all things digital, the event has been retitled as **"All In! Young Writers Media Festival"**.

Our vision is to establish **"All In! Young Writers Media Festival"** regionally and to include multilingual programmes. As All In! grows alongside its audience and speakers, we will continue to listen to constructive feedback and retain a flexible approach to programming and format.

*R Ramachandran*  
Executive Director,  
National Book Development  
Council of Singapore



**DAY 1**  
18 FEB  
2012

## OVERALL SCHEDULE

TIME	DESCRIPTION	VENUE	SPEAKERS
9.15am – 10.00am	<b>REGISTRATION</b>	Foyer	
10.00am – 10.15am	<b>WELCOME ADDRESS</b>	Ballrooms 1, 2 & 3	
10.15am – 11.00am	<b>KEYNOTE</b> <i>Beyond Hardcover &amp; Paperbacks – Is Evolution Necessary?</i>	Ballrooms 1, 2 & 3	Nelson Wee Emcee: Rosemarie Somaiah
11.00am – 11.30am	<b>TEA BREAK</b>		
11.30am – 12.30pm  Q & A: 15 mins	<b>CONCURRENT PANEL A1</b> <i>Pun Intended or Unintended – Should Everyone Attempt Humour in Writing?</i>	Ballrooms 2 & 3	Neil Humphreys SM Ong Moderator: Desmond Kon
	<b>CONCURRENT PANEL A2</b> <i>Using New Media to Reach &amp; Engage the Community</i>	Ballroom 1	Alvin Lim Nicole Seah Yee Jenn Jong Moderator: Eric Alagan
12.30pm – 2.00pm	<b>LUNCH TIME SPECIAL</b>		
2.00pm – 4.00pm	<b>CONCURRENT WORKSHOP B1</b> <i>Creative Writing for New Media</i>	Ballrooms 2 & 3	Desmond Kon Josephine Chia Emcee: NUS Literary Society
	<b>CONCURRENT WORKSHOP B2</b> <i>Voice, Language &amp; Poetic Play</i>	Ballroom 1	Jay Bernard Nicholas Liu Emcee: Paul Rozario
4.00pm – 4.30pm	<b>TEA BREAK</b>		
4.30pm – 6.00pm  Q & A: 15-30 mins	<b>CONCURRENT FORUM C1</b> <i>Government Initiatives &amp; Programmes for Writers &amp; Publishers – Are They Doing Enough?</i>	Ballrooms 2 & 3	NLB – Gene Tan NAC – Paul Tan MDA – Ray Lai Moderator: Woon Chet Choon
	<b>CONCURRENT FORUM C2</b> <i>The Publishing World – Challenges &amp; Opportunities of Publishing in the Digital Age</i>	Ballroom 1	Catherine Khoo Fran Lebowitz Sean Elwell-Sutton Moderator: Tan ChinKar

**\*LUNCH TIME SPECIAL** – will feature a stunning lunch buffet, an exclusive Authors' Bookfair with autograph signings, and a special networking session with invited speakers and literary award winners.



# OVERALL SCHEDULE

TIME	DESCRIPTION	VENUE	SPEAKERS
9.15am – 10.00am	<b>REGISTRATION</b>	Foyer	
10.00am – 10.45am	<b>KEYNOTE</b> <i>The Internet's Intoxicating, Intimidating Freedom: A Writer's Journey</i>	Ballrooms 1, 2 & 3	Cherian George Emcee: Jerry Hinds
10.45am – 11.00am	<b>TEA BREAK</b>		
11.00am – 1.00pm	<b>CONCURRENT WORKSHOP A1</b> <i>What The Flick?! What The Fashion?! What The Fugue?! – The Art of Writing Film, Fashion &amp; Music Reviews</i>	Ballrooms 2 & 3	Movie: Eternality Tan Fashion: X-Wen Music: Christopher Lim Emcee: Epiphany, NTU English & Drama Society
	<b>CONCURRENT WORKSHOP A2</b> <i>From Print to Screen to Print – Book-to-Movie Adaptation &amp; Back</i>	Ballroom 1	Adeline Foo Ng Yi-Sheng Kim Bumsoo Emcee: Daniel Wong
1.00pm – 2.30pm	<b>LUNCH TIME SPECIAL</b>		
2.30pm – 4.30pm	<b>CONCURRENT WORKSHOP B1</b> <i>Write, Write and Away! – How to Start a Freelance Writing Career</i>	Ballrooms 2 & 3	Felix Cheong Jacqui Menard Emcee: Tania De Rozario
	<b>CONCURRENT WORKSHOP B2</b> <i>'5 Wives &amp; 1 Husband' of an Online Magazine – What, When, Where, Why, &amp; How</i>	Ballroom 1	Adib Jalal Justin Zhuang Moderator: Cheryle Hum
4.30pm – 4.45pm	<b>TEA BREAK</b>		
4.45pm – 6.00pm Q & A: 15-30 mins	<b>CONCURRENT FORUM C1</b> <i>Fate of Bookstores - Are Death Bells Ringing for Brick-and-mortar Book Retailers?</i>	Ballrooms 2 & 3	Kenny Chan Tan Dan Feng Kenny Leck Moderator: Phan Ming Yen
	<b>CONCURRENT FORUM C2</b> <i>How to Get Content Published as an E-book</i>	Ballroom 1	Jacki Ng Woon Chet Choon Moderator: Peter Schoppert

## SINGTEL BOOTH DEMO

Come and experience Singapore's hyperlocal store for electronic publications.

10.00am – 10.15am	<b>WELCOME ADDRESS</b>
10.15am – 11.00am	<p><b>KEYNOTE</b>  <i>Beyond Hardcover &amp; Paperbacks – Is Evolution Necessary?</i></p> <p>The adoption of eBooks is growing fast globally. The market landscape for content consumption has been transforming over the last couple of years with the advent of a myriad of mobile devices beyond the laptops and feature phones. With more options to access digital content (e.g. eBooks), today's on-the-go consumers are starting to go beyond printed books and consuming books via multiple screens and devices. Today's authors and content publishers are also starting to recognize the opportunities availed via mobile devices as ancillary channels to their target consumer segments.</p> <p><i>Speaker</i> Nelson Wee, <i>Director, Business Devt, Apps &amp; Content, SingTel</i></p> <p><i>Emcee</i> Rosemarie Somaiah, <i>Storyteller, Poet &amp; Author</i></p>
11.00am – 11.30am	<b>TEA BREAK</b>
11.30am – 12.30pm	<b>CONCURRENT PANELS A1 &amp; A2</b>

**CONCURRENT PANEL A1**
*Pun Intended or Unintended – Should Everyone Attempt Humour in Writing?*

Do you need to have a funny bone or a bone of contention to be a humour writer? Some would argue a bit of both is always ideal. Writing a story intended to entertain and make someone laugh is a challenge. Everyone is different and has a different sense of humour. Trying to write about the things that make you laugh so that they sound funny to someone else isn't easy! The speakers will explain how humour writing can be a more effective tool in addressing societal failings than standard political or economic commentary. Anyone can take a stab at humour writing as they follow the only rule ... be able to laugh at yourself first.

*Speakers* Neil Humphreys, *Author & Journalist*  
 SM Ong, *Columnist & Executive Sub-editor, The New Paper*

*Moderator* Desmond Kon, *Poet & Editor*

**CONCURRENT PANEL A2**
*Using New Media to Reach & Engage the Community*

Social media: the new speakers' corner, marketing platform and 24-hour public relations department with an international reach. What are the potential and limitations? Hear the unique experiences of practitioners; their strategy and tactics; successes and disappointments.

*Speakers* Alvin Lim, *Marketer & Blogger*  
 Nicole Seah, *Communications Planner*  
 Yee Jenn Jong, *Entrepreneur*

*Moderator* Eric Alagan, *Business Consultant & Author*

12.30pm – 2.00pm	LUNCH TIME SPECIAL
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2.00pm – 4.00pm	CONCURRENT WORKSHOP B1 & B2
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**CONCURRENT WORKSHOP B1**

*Creative Writing for New Media*

Do the same interpretive principles apply to all genres? Creative writing experts Desmond Kon and Josephine Chia will guide you on how to explore the differences between them, writing for new media and conventional media and much more. Desmond will lead the audience to get a sense of what the contemporary literary scene is looking for, and hear insights on how to navigate the complex established maestro industry of literary publishing. Participants will also learn about helpful writing resources to further experiment with voice and style, as well as international journals for future publication. Josephine will help participants to develop their capacity to use words that can arouse the reader’s imagination. Josephine will focus her talk on the craft of writing for new media, looking at the various aspects of writing i.e style, shape and rhythm that will help participants to engage their readers.

*Speakers* Desmond Kon, *Poet & Editor*; Josephine Chia, *Author & Tutor*

*Emcee* NUS Literary Society

**CONCURRENT WORKSHOP B2**

*Voice, Language & Poetic Play*

Choirs do it. Priests do it. Football crowds do it. Why not poets? In this workshop, we’ll be looking at the power of the collective voice and how speaking together can be a beautiful, surreal experience. We’ll learn about chants, rhythm and call and response to create an epic, mega-poem composed of 80 voices.

This session is presented by The Arts House and NUS-USP.

*Speakers* Jay Bernard, *Poet*  
Nicholas Liu, *Poet & Editor*

*Emcee* Paul Rozario, *Programmes Manager, The Arts House*

4.00pm – 4.30pm	TEA BREAK
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4.30pm – 6.00pm	CONCURRENT FORUM C1 & C2
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**CONCURRENT FORUM C1**

*Government Initiatives & Programmes for Writers & Publishers – Are They Doing Enough?*

Engagement of young and budding writers is a major area for the National Library Board and the Singapore Memory Project. Gene will discuss how young writers can be a major force in society to document narratives of Singapore either through the stories of those who have come before them or to develop narratives that are mash-ups of documented content and their distinctive takes on them.

Support for Writers and Publishers have always been a core part of National Arts Council’s mission. Funding schemes such as the Publishing and Translation grant have launched numerous new writers, enriching the Singapore literary canon while the Singapore Writers Festival has grown to be a key showcase of Singaporean writers and publishers. Paul will discuss how through their initiatives and platforms, you can be empowered to make a difference in the literary arts.

*Speakers* Gene Tan, *Director, National Library Arts & Singapore Memory Project, NLB*  
 Paul Tan, *Director/Sector Development (Literary Arts) and Singapore Writers Festival, NAC*  
 Ray Lai, *Manager (Publishing), Interactive Media, Games & Publishing, MDA*

*Moderator* Woon Chet Choon, *President, Screenwriters Association*

## CONCURRENT FORUM C2

### *The Publishing World – Challenges & Opportunities of Publishing in the Digital Age*

The book publishing industry is going through a period of intense and turbulent change brought about in part by the digital revolution. How has the book publishing industry been transformed by the economic and technological upheavals of recent years, and how is it likely to change in the future? Three perspectives on the present state and future outlook of the publishing and writing business will shape the conversation in this session. What each agrees on is there is plenty to speculate and that in order to sustain an environment of high quality literary creativity, every party needs to be heard.

*Speakers* Catherine Khoo, *Publisher & Author;*  
 Fran Lebowitz, *Sub-agent and Executive Producer;*  
 Sean Elwell-Sutton, *Digital Solutions Manager,*  
*Cambridge University Press*

*Moderator* Tan ChinKar, *Write Editions*

END OF DAY 1



19 FEB 2012 (SUNDAY)

10.00am – 10.45am

#### KEYNOTE

*The Internet's Intoxicating, Intimidating Freedom:  
 A Writer's Journey*

Cherian George started as a journalist before the birth of the World Wide Web and wrote his first book before blogging took off. He describes his writing journey, stepping out from “old media” to experiment with the exciting possibilities opened up by online digital technologies. The internet offers incredible freedom. But, it’s a freedom not only to soar creatively, but also to hurt and offend others - or to make a complete fool of oneself. George shares the practical lessons he has learnt so far from his attempts to harness the power of new media.

*Speaker* Cherian George, *Associate Professor*

*Emcee* Jerry Hinds, *President, Association of Comic Artists (Singapore)*

10.45am – 11.00am

#### TEA BREAK

11.00am – 1.00pm

#### CONCURRENT WORKSHOPS A1 & A2

## CONCURRENT WORKSHOP A1

### *What The Flick?! What The Fashion?! What The Fugue?! – The Art of Writing Film, Fashion & Music Reviews*

**Film** – This workshop will get you started on writing your very own film reviews online. Find out what do readers look for in a film review, how to write a film review, how to accurately rate a film, and the secret to knowing which films to consider for review. Well, after all you won't have the time to watch every single movie, and you won't want to spend time on movies that make your blood boil. The workshop will also give you the opportunity to analyze selected film reviews, write your own review and get feedback, ask questions related to film reviewing and the movies, and the chance to have your work published on [Eternality@Filmnomenon](mailto:Eternality@Filmnomenon).

**Fashion** – What is a fashion review? Is there such thing as good or bad fashion reviews? Like it or not, good fashion writers are trendspotters and some even say, trendsetters. Whatever they write, blog or tweet will generate buzz on the latest trends, red carpet style and yes, shoes! X-Wen will walk you through the basic fashion language and how to write about fashion with your own unique voice. Find out if you have a keen eye for fashion and writing chops to be a fashion writer

**Music** – Christopher will talk about the place professional music reviewers occupy in a world where any blogger can brand himself a reviewer, opinions abound on social networks and microblogging services, and where the music industry is being forced to re-invent itself in the face of file-sharing. He will walk the audience through evaluating albums quickly, placing them within the contexts of discographies, and being opinionated without being offensive. You can also look forward to recommendations on how to amass a comprehensive music collection legally. Christopher will also briefly touch on how general reviewing principles can be applied to topics beyond music such as movies, gadgets and beverages.

*Speakers* Eternality Tan, *Student Film Critic*  
X-Wen, *Fashion & Lifestyle Blogger*  
Christopher Lim, *Correspondent, The Business Times*

*Emcee* Epiphany, *NTU English & Drama Society*

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## CONCURRENT WORKSHOP A2

### *From Print to Screen to Print – Book-to-Movie Adaptation & Back*

A presentation by author and scriptwriter Adeline Foo on writing the bestselling trilogy of *The Diary of Amos Lee*, a series of children's books that are part social commentary and a miscellany of all things scatological. Who can be more candid than an iPhone-tweeting toilet diarist who calls his mother a neurotic queen and his sister, a poodle-brain? The MediaCorp okto programme traces Amos' struggles transforming from Class Wimp to Swim Champ, broaching issues like dealing with bullies and growing pains.

Motorcycle gangsters! Kung fu comics! Sting rays! Romance! The classic Singapore indie movie *Eating Air* had everything a moviegoer could wish for - so why ruin it by turning it into a novel? This presentation talks about how poet/playwright Ng Yi-Sheng had to do just that.

Workshop includes presentation of top 20 popular films & TV programmes adapted from books and screening clips of *The Diary of Amos Lee* TV series and *Eating Air* movie.

*Speakers* Adeline Foo, *Author & Scriptwriter of The Diary of Amos Lee*  
Ng Yi-Sheng, *Author & Editor*  
Kim Bumsoo, *RJC Year 6 student*

*Emcee* Daniel Wong, *Author of The Happy Student*

1.00pm – 2.30pm

LUNCH TIME SPECIAL

2.30pm – 4.30pm

CONCURRENT WORKSHOPS B1 & B2

### CONCURRENT WORKSHOP B1

#### *Write, Write and Away! – How to Start a Freelance Writing Career*

Participants will gain insight about what an editor is looking for when taking on a freelancer. We also discuss how competitive the writing world is. Participants should step away knowing that sometimes in order to make it you have to, ‘pay your dues!’ This includes writing for free or for minimal compensation. Participants will then learn how to turn ‘the art of rejection’ into something magnificent! Finally we will close by discussing the power of the Web as well as how to present yourself and your portfolio when meeting with clients.

*Speakers* Felix Cheong, *Author & Adjunct Lecturer;*  
Jacqui Menard, *Travel & Lifestyle Writer*

*Emcee* Tania De Rozario, *Artist, SPH-NAC Golden Point Award Winner*

### CONCURRENT WORKSHOP B2

#### *‘5 Wives & 1 Husband’ of an Online Magazine – What, When, Where, Why, & How*

Everyone wants to publish online nowadays — whether it is a tweet, a status update, a blog or even an entire magazine. Thanks to technology it has become easy to self-publish online, and even necessary for traditional printed newspapers and magazines to push their content on to the digital world through your web browsers, smart phones or iPads. The founders of *FIVEFOOTWAY*, an emerging digital magazine about Asian cities, share their journey in publishing online, discussing how this new media is reshaping content and the future of publications.

*Speakers* Adib Jalal, *Editor-in-Chief, FIVEFOOTWAY*  
Justin Zhuang, *Editor, FIVEFOOTWAY*

*Emcee* Cheryle Hum, *Proprietor, Bookaburra Books*

04.30pm – 04.45pm

TEA BREAK

4.45pm – 6.00pm

CONCURRENT FORUM C1 & C2

### CONCURRENT FORUM C1

#### *Fate of Bookstores - Are Death Bells Ringing for Brick-and-mortar Book Retailers?*

The book industry is going through changes, influenced by trends like the transition from print to digital. The chapter seems to draw to an end for one brick-and-mortar retail bookstore after another as they experience rental woes and rapidly lose revenue to Amazon and other online booksellers. We may soon see fewer and fewer bookstores in our neighbourhoods. As chain bookstores bow out one after another, will this pave the way for expansion of independent bookstores? Or will e-books and online bookselling completely steal the spotlight and take hold of the book market?

*Speakers* Kenny Chan, *Store Director & Merchandising Director, Books Kinokuniya*  
Tan Dan Feng, *Director, Select Books Pte Ltd*  
Kenny Leck, *Co-founder, BooksActually*

*Moderator* Phan Ming Yen, *Deputy CEO, The Old Parliament House Ltd*

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## CONCURRENT FORUM C2

### *How to Get Content Published as an eBook*

Why publish an eBook instead? What is the thought process when developing content for an eBook? What are the procedures involved in digitizing a book? What happens after you publish your eBook? In this session, you will learn how to get your eBooks sold on major stores like Amazon, iBooks and Kobo. But knowing how to publish your content as an eBook is only the beginning. When the eBook is done, what's next for you as a writer? How would your eBook get the publicity and buzz that you desire? You will need to have a social strategy for yourself as the author as well as for your eBook. During the session we will explore some ideas on how to make use of social platforms to give you the fans that you want, discuss on the different ways to market your eBook and much more.

*Speakers* Jacki Ng, *Director, Potato Information Network*  
Woon Chet Choon, *President, Screenwriters Association*

*Moderator* Peter Schoppert, *Director, PS Media Asia*

END OF DAY 2



**SPEAKERS**





ADELINE FOO

**Adeline's** *The Diary of Amos Lee*, published in 2009, ranks as her best-selling series. All three titles in the series have made the Straits Times' National Best Sellers' List for more than 55 weeks. The first book, *I Sit, I Write, I Flush!* has also won the inaugural Red Dot award presented by the International School Libraries Network for Best Junior Fiction in 2009. Her fourth book in a companion series, *Whoopie Lee: Almost Famous*, has also made the Straits Times bestseller list for 11 weeks and is currently on a shortlist for the Red Dot award for 2011-12. Adeline is a graduate of New York University's Tisch School of the Arts, Asia. She completed her MFA in Dramatic Writing on a Media Development Authority of Singapore scholarship in 2011.



ADIB JALAL

Based in a quaint house on the east coast of Singapore, **Adib** is part designer, part editor and part educator. He is the founder and creative director of creative company Awesome Anything, the editor-in-chief of *FIVEFOOTWAY*, a magazine about Asian cities and an adjunct lecturer at Temasek Polytechnic Design School. Formally trained as an architect at the National University of Singapore, Adib operates at the overlap and fringes of various creative disciplines guided by the desire to create something contextual, a deep love for simplicity and curious questioning of existing systems. He has presented his work regionally and in 2008, was invited to represent Singapore at the prestigious Venice Architectural Biennale amongst 21 other Singaporean designers.



ALVIN LIM

**Alvin** has extensive experience in youth, online and social media marketing and is currently the marketing brain behind omy.sg, Singapore's first bilingual lifestyle and entertainment news portal. He is one of the key personnel behind the launch of the Singapore Blog Awards and Singapore Entertainment Awards. Prior to joining omy.sg, Alvin has experience managing his own web business as well as a youth portal for MCYS. Forums that Alvin had been invited to speak include the World Association of Newspaper and Newspaper Publishers (WAN-IFRA)'s Digital Media Asia Conference 2010 in Singapore; the Asian Publishing Convention 2011 in Bangkok and Blogfest Asia 2010 in Penang.



CATHERINE KHOO

Author, editor, moviemaker and publisher, **Catherine Khoo** is an incurable optimist when it comes to working with under-18s. This has led to her creation of the Young Author Scheme©, a unique mentoring process that leads to a child's first published book ([www.januseducation.sg](http://www.januseducation.sg)). She founded Experiences & Experiments Books, Singapore's first boutique publisher of books by 8 to 18 year olds. Catherine is also organizer of the Young Author Awards, a regional writing competition with winning works published both in print and online. ([www.youngreaderclub.sg](http://www.youngreaderclub.sg)).



CHERIAN GEORGE

**Cherian George** is an Associate Professor at the Wee Kim Wee School of Communication and Information, Nanyang Technological University. His first book was *Singapore: The Air-Conditioned Nation*. His third book, *Freedom From The Press: Journalism and State Power in Singapore*, will be published this year. He runs several blogs and was part of “Bloggers 13”, a group lobbying for greater internet freedom. He holds a Ph.D. in Communication from Stanford University, a Masters from Columbia University’s School of Journalism and a B.A. in Social and Political Sciences from Cambridge.



CHERYLE HUM

**Cheryle Hum** has a Bachelor of Education degree from Flinders University, Australia. She moved to Singapore in 1982 with her husband and taught at Dover Court Preparatory School for 3 years. She established Bookaburra with a partner in 1998 with the objective of providing a wide choice of quality literature to children.



CHRISTINE CHIA

**Christine Chia** is a teacher and writer. She received the European Studies book prize (first year), the English Literature book prize (subsequently), the Singapore Airlines Gold Medal, the NUS Society Medal, the Harvard Club book prize and other awards and scholarships from the National University of Singapore. She is the author of *The Law of Second Marriages* (Math Paper Press, 2011). Christine was one of the honourable mentions at the 2011 SPH-NAC Golden Point Award for English Poetry.



CHRISTOPHER LIM

**Christopher** writes for the Executive Lifestyle section of *The Business Times*, where he reviews music, DVDs, books, gadgets and beverages. He also covers general lifestyle and technology topics, and contributes travel gadget features to Singapore Airlines in-flight magazine *Silver Kris*. As an inveterate audiophile, Christopher can usually be found with headphones attached, obsessively tweaking his ITB digital music library. He’s sat on wine and beer judging panels at events such as the Perfect Pairing Awards and Beerfest Asia, and revels in making a living from being opinionated.



DANIEL WONG

**Daniel Wong** is the author of a newly released book “The Happy Student” (Write Editions, 2012). He graduated summa cum laude from Duke University in 2011 with a double major in Mechanical Engineering and Economics. Born in South Africa, he lived in Hong Kong and Singapore before heading to Duke University (Durham, North Carolina, USA) on a full academic scholarship. Before college, Daniel spent two years in the Singapore military as an infantry battalion manpower officer, and currently holds the rank of First Lieutenant. Daniel is passionate about education and has given numerous talks to students about topics such as goal-setting, time management, college life skills, and developing a personal vision for your life.

He also gave a TEDx talk at Duke University entitled *Realistic Idealism: Seeing People as People*. He writes regularly about topics related to education, career, and personal development at [www.daniel-wong.com](http://www.daniel-wong.com).



DESMOND KON

**Desmond Kon Zhicheng-Mingdé** has edited more than ten books and co-produced three audio books, several pro bono for non-profit organizations. Trained in publishing at Stanford University, with a world religions masters from Harvard University and fine arts masters from the University of Notre Dame, with his poetry and prose published in various anthologies and over 150 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.



ERIC ALGAN

An aircraft engineer and supply chain practitioner, **Eric** spent 37 years in the corporate world and last held the position of managing director, Asia Pacific, for a European MNC. He currently consults for SMEs in distress recovery, operations and efficiency enhancement. Since 2009, he has written two novels (adult thrillers) and three business books (for SMEs). One of his books, *Property Valuation – Secrets of the Roman Valuation Model* – made the Sunday Times Bestseller List for eight consecutive weeks.



ETERNALITY TAN

**Eternality Tan** is a 3rd year undergraduate reading Communication Studies at the Wee Kim Wee School of Communication and Information. He was also the Festival Director of Perspectives Film Festival 2011, bringing in acclaimed films such as *A Clockwork Orange*. He started reviewing films in 2007, and has seen more than 1000 films and reviewed more than 700 of them since. His reviews and film essays are available at Eternality@Filmnomenon at [www.filmnomenon.blogspot.com](http://www.filmnomenon.blogspot.com). He cites Stanley Kubrick and Akira Kurosawa as his most admired filmmakers, and *Schindler's List* and *Blade Runner* as inspiring him to write reviews. Deeply passionate about cinema, Eternality is arguably the most prolific student film critic working online in Singapore today.



FELIX CHEONG

**Felix Cheong**, named by *Readers' Digest* as the 29th Most Trusted Singaporean of 2010, is the author of seven books, including four collections of poetry, two teen detective novels and a non-fiction anthology of interviews. He has also written two plays and edited a volume of essays. His latest anthology of verse is *Sudden in Youth: New and Selected Poems*. Felix has been invited to read at writers' festivals all over the world: Edinburgh, West Cork, Austin, Sydney, etc. In 2004, he was nominated for the Singapore Literature Prize and in 2000, he received the National Arts Council's Young Artist of the Year for Literature Award. Felix completed his Master of Philosophy in Creative Writing at the University of Queensland in 2002 and is currently an adjunct lecturer.



FRAN LEBOWITZ

**Fran Lebowitz** worked at The William Morris Agency and Writers House (Ken Follett, Twilight) where she was a literary agent for over a dozen years specializing in pop culture books. She represented two US National Book Award finalists and three New York Times bestsellers as well as the multi-million copy bestseller *Animorphs*. She also negotiated many film and television deals. She wrote *Tales From A Broad, An Unreliable Memoir* which Bantam published and which will soon be available as an e-book. She is currently sub-agent, working with writers and placing them with agents in larger markets. Fran is also the Executive Producer of *Durian King*, a feature length film currently in the final stages of post-production.



GENE TAN

**Gene** is a librarian by training and is currently the President of the Library Association of Singapore. In his career as a librarian, he has done projects such as the original library@orchard and the innovation gameshow-inspired innovation workshop Ask Stupid Questions. He was the winner of The Enterprise Challenge (TEC) Champion award. Gene is currently the Director of the Singapore Memory Project to develop a national bank of content on Singapore through collecting, preserving, organising and promoting the use of anything that has ever been said about Singapore. He is also developing a national portal to have arts and culture proliferation throughout Singapore.



JACKI NG

**Jacki Ng** is the director of Potato Information Network, of which Tusitala Books is its digital publishing arm. He excels in all things Information Technology and has a keen sense of business, as well as marketing ideas, for digital content. With ample experience in publishing applications for the iOS and ebooks for e-readers like Kindle, he believes social marketing is the answer to writers' and publishers' continuous pursuit to share their works with the world. When he is not busy conceptualizing social marketing ideas, he is a dive instructor and is passionate about saving the sharks.



JACQUI MENARD

**Jacqui Menard** is a travel and lifestyle writer, editor and photographer from Canada. She has worked abroad in countries like Taiwan, Indonesia and Singapore, and her work has been featured in esteemed publications such as *Aquila Asia*, *GoNomad* and *the Universe*. A Creative Writing and Professional Communications graduate, Jacqui studied at Queensland University of Technology in Australia. Since then, she's has been busy working for clients from around the world writing everything from full length feature articles to online web content. Presently, Jacqui is based in Malaysia where in addition to writing her first non-fiction book, which is based on her travels, she's also busy working as a full-time freelance copywriter.



JAY BERNARD

**Jay Bernard** is currently the writer in residence at NUS University Scholars Programme and The Arts House, Singapore. Originally from London, she has toured, performed and published widely. She has made appearances on TV and radio, written for the Royal Opera House and worked as poet in residence on an allotment. Her first chapbook *Your Sign is Cuckoo, Girl*, which was the poetry book society's pamphlet choice for summer 2008. Jay was a Foyle young poet in 2005 and winner of the London Respect Slam in 2004.



JERRY HINDS

**Jerry** has been President of the Association of Comic Artists (Singapore) (ACAS) since 2006. Born in 1964, the Singapore PR hails originally from Reading, England. He worked in design and advertising since the early 80's, and in Singapore since 1997. His workload in the comic industry has become more focal over the past few years, commencing with his works being published locally and internationally, including a short story which is written by Tom DeFalco, the Ex-Marvel Comics editor-in-chief and long running Spider-Man writer. He spearheaded the 2010 MDA backed 'First Time Writers and Illustrators Publishing Initiative - Graphic Novels Category' dual publications, and is involved in the publishing, editorial & creative duties of various other titles, including the award winning London based energy journal, *The Energy Industry Times*.



JOSEPHINE CHIA

**Josephine Chia** is a published author and Creative Writing tutor. She lives and teaches both in Singapore and England. Her short stories were first published in SINGA, Singapore's literary journal. Her big literary break came in England in 1992 when her short story, *Tropical Fever* won her a prize for UK's Ian St. James Award and was published by Harper Collins in an anthology. Since then Josephine has gone on to win other UK prizes. She writes both fiction and non-fiction, totalling seven books, published both in UK and Singapore. The second edition of her book of memoirs, *Frog Under A Coconut Shell* was released in UK in April 2011. Josephine is proud of her Peranakan heritage which she expresses in her writing.



JOSHUA YE

**Joshua Ye** is a faceless civil servant. He was lucky enough to be the runner-up in the 2011 Golden Point Awards for Poetry, and has since been shamed/inspired into making an attempt at a collection of sonnets in 2012. He was a past participant of the Creative Arts Programme, and embarrassing juvenilia still turns up to haunt him from a couple of local anthologies.



JUSTIN ZHUANG

**Justin** does writing and research on Singapore's visual culture, heritage and spaces under his studio In Plain Words. Since winning the inaugural Foreign Correspondents Association of Singapore multimedia journalism prize for a online journalism project he co-authored, *Reclaim Land: The fight for space in Singapore*, Justin has continued writing for international websites like *Wall Street Journal Scene Asia*, and regional publications *Singapore Architect* and *Surface Asia Magazine*. He also serves as an editor for visual culture publication *The Design Society Journal* and *FIVEFOOTWAY*, an online magazine about Asian cities. Justin has been documenting Singapore's creative community through his work for online culture magazine *POSKOD.SG*, and the *Singapore Visual Archive*. He has also written the book, *INDEPENDENCE: The history of graphic design in Singapore since the 1960s*.



KENNY CHAN

**Kenny Chan** is the Store Director and Merchandising Director of Books Kinokuniya, a much-loved bookstore in Singapore. Kinokuniya Singapore began with the opening of its first bookstore at Liang Court in 1983. Starting out as a bookstore that mostly catered to the Japanese community in Singapore, Kinokuniya has since expanded to become a massive chain that holds an extensive collection of over 500,000 quality titles from all over the world. Branches of this chain can also be found in Australia, Malaysia, Taiwan, USA and so on!



KIM BUMSOO

**Kim Bumsoo's** numerous nicknames such as Kim, Bum, Korean, Whitey and more recently, Boy, make it easy for many to mistake him for a vacuous couch potato. The truth is, he's your average hipster-wannabe with a pretentious tumblr and minimalist themes for his blog. In it, he enjoys writing semi-cryptic and attention-seeking posts once in awhile but his true passion lies in reading beautiful thoughts in beautiful language - a passion that has often been likened to that of an avidly frustrated Romantic. Besides that, he's still your average teenager hoping to whip up the testicular temerity to ask out that cute girl down the corridor, but can't decide if his mum would approve (he suspects she's North Korean, you see).



KENNY LECK

**Kenny Leck** is the co-founder of BooksActually, an independent literary bookstore. He also helms the publishing imprint Math Paper Press, and the handmade stationery line, Birds & Co. Artist and collector, his most characteristic art works are boxed assemblages created from found objects.



NEIL HUMPHREYS

**Neil Humphreys** is one of Singapore's best-selling authors. His works on Singapore - *Notes from an Even Smaller Island* (2001), *Scribbles from the Same Island* (2003), and *Final Notes from a Great Island: A Farewell Tour of Singapore* (2006), the omnibus *Complete Notes from Singapore* (2007) and - *Be My Baby* (2008) are among the most popular titles in the past decade. Humphreys then penned two critically acclaimed novels - *Match Fixer* (2010) and *Premier Leech* (2011). He has also penned a screenplay for his Singapore trilogy and done a little script polishing for Asian-American director Wayne Wang. Humphreys has written extensively for newspapers in Singapore, Australia and UK.



NELSON WEE

**Nelson Wee** is a passionate Mobile Internet Services Go-To-Market Professional with more than 17 years of experience in broad Marketing, Product Marketing, Product Management, Content Marketing, Digital Channel Management and Business Development disciplines in the Asia Pacific region. He has led in new business market making, developing ancillary channels, as well as managed go-to-market programs for internet services, and cross-platform (PC, smartphones) solution offerings. Nelson is currently in SingTel, managing the electronic publications business with skoob eBook store and Delite eMagazine store, as well as games, e-Shopping and location-based service business lines.



NICOLE SEAH

**Nicole Seah** is a communications planner with a multinational advertising firm. She graduated from the National University of Singapore with an honors degree in communications and new media and was also a participant in the University Scholars' Programme. Nicole's academic work revolved around the impact of social media in reinforcing cultural communities. Nicole has spoken on the topic of social media in her capacity as a communications practitioner at conferences in Singapore, the United States and Taiwan.



NG YI-SHENG

**Ng Yi-Sheng** is the youngest ever winner of the Singapore Literature Prize. He has adapted the motorcycle gangster movie "Eating Air" into a novel, and is also the author of the poetry collection *last boy* and the non-fiction work *SQ21*. He is currently co-editing an anthology of short stories based on Asian folklore, titled *Eastern Heathens*. He currently teaches at NTU, reports for *Fridae*, blogs at [lastboy.blogspot](http://lastboy.blogspot) and tweets at [@yishkabob](https://twitter.com/yishkabob).



NICHOLAS LIU

**Nicholas Liu** is the editor of *Unswept*, an online literary journal. He was a Foyle Young Poet of the Year in 2003. His first collection, *Versions from the English*, will be published in 2012 by Firstfruits Publications.



PAUL ROZARIO

**Paul Rozario** is the author of *Zheng He and the Treasure Fleet 1405-1433: A modernday traveller's guide from antiquity to the present*. His previous books as author include illustrated reference books on Liberia, Libya, Tunisia, Kenya, and Bolivia. He is also the editor of a commemorative history of the National Library, *Knowledge, imagination, possibility: Singapore's transformative library* by K.K. Seet; an illustrated history of New York University's College of Nursing; and *Art and Peace*, an art book on Balinese artist Made Wianta. Paul programmes literary arts events at The Arts House.



PHAN MING YEN

**Phan Ming Yen** has been with The Old Parliament House Ltd since 2003 and is the Deputy CEO of the company. Over the past eight years with the organisation, he has served as Festival Director for *Spotlight Singapore in Cape Town* (2011), as Executive Producer for *Asia on the Edge* (2009) and co-headed the Singapore Writers Festival 2009 working committee jointly co-organised with the National Arts Council. Prior to TOPH, Phan was a journalist, having covered the Singapore arts scene for 9 years: he worked with The Straits Times and was founding editor and later contributing editor of *The Arts Magazine* formerly published by The Esplanade Co. Phan is also Assistant General Manager of The Arts House.



PAUL TAN

A former journalist who has held positions in marketing and communications at the Singapore Tourism Board, **Paul Tan** has published three volumes of poetry. The first two, *Curious Roads* (1994) and *Driving into Rain* (1998) won the Commendation and the Merit Awards at the Singapore Literature Prize in 1993 and 1997 respectively. His third volume, *First Meeting of Hands*, was published in 2006. His poetry, fiction and journalistic writing have appeared in various anthologies, newspapers, magazines and literary websites such as [QLRS.com](http://QLRS.com). He is currently Director at the National Arts Council in charge of the literary arts and the annual Singapore Writers Festival.



PETER SCHOPPERT

**Peter Schoppert** is a publishing entrepreneur, editor and writer, who has been living in Singapore since the mid-1980s. Peter has spent half his career in traditional book publishing with companies like the Times Publishing Group and Editions Didier Millet where he was Editorial Director. As Director of NUS Publishing from 2001 to 2004 he led a turnaround of Singapore University Press. The other portion of his career has been at the boundaries of publishing. He was a founding member of Sembawang Media, founding publisher of CNET Asia, and co-founder of internet pioneer [Asiacontent.com](http://Asiacontent.com). Peter runs PS Media Asia Pte Ltd, which incubates digital-first publishing business ideas and carries out a variety of projects, among them ebook and app development, and digital strategy planning for a local book publisher and a regional newspaper group.



**RAPHAEL LIM**

**Raphael** writes poetry and flash fiction, and does editorial work for *F\*\*\* magazine* (a film magazine that defies traditional publishing by letting the pictures tell the story) when he needs to feed himself. He has occasionally been accused of being postmodern. He finds writing about himself in the third person slightly morbid and very pretentious. He is very pretentious, but not yet dead. As of this moment, influences on his work include Salvador Dali, Denver Butson, Anberlin, Jorge Luis Borges, Jimi Hendrix, Allen Ginsberg and Charles Bukowski. Raphael was one of the honourable mentions at the 2011 SPH-NAC Golden Point Award for English Poetry.



**ROSEMARIE SOMAIAH**

**Rosemarie Somaiah** runs the Asian Storytelling Network, Singapore's first professional storytelling company. She writes and performs for all ages and has presented work in England, Scotland, Hong Kong, China, India, Hungary, South Africa, and Korea. She loves the challenge of working with different artists, art forms and media. A published poet and author, Rosemarie has led The Storytellers' Circle of the Society for Reading and Literacy (SRL) for many years. She is on the Executive Committee of the Storytelling Association (Singapore), the Steering Committee of the National Library Board's 'Read! Singapore', and a member of the Singapore Drama Educators' Association.



**SEAN ELWELL-SUTTON**

**Sean Elwell-Sutton** currently manages digital publishing for Cambridge University Press, Asia and publishes a range of products for online language learning, ebooks, mobile apps and blended learning solutions. He has worked in Asia and Europe, developing teaching and learning materials for both print and digital media.



**SM ONG**

Currently a columnist and executive sub-editor at The New Paper, **SM Ong** has written for newspapers, magazines, Internet, TV and one movie over an eclectic 20-year career. He started his TV career as a movie reviewer on Gurmit Singh's first show, *Live On 5*, in 1994. He went on to write for awardwinning sitcoms *Under One Roof*, *Daddy's Girls*, *Living With Lydia* and *Phua Chu Kang Pte Ltd*, including its highest rated episode. He was executive producer of one and a half seasons of PCK and screenwriter for PCK The Movie. Trained as a journalist in the US, Su Mann was editor of *Man Life & Style* magazine and founding editor of *Asia Online*, Singapore's earliest web magazine.



TAN CHINKAR

**Tan ChinKar** is the Publisher of Write Editions® [writeeditions.com]. Spanning over 15 years in the corporate, governmental and non-profit sectors, he has worked in the fields of publishing, communications and management – from public relations and branding to magazine and book publishing. As part of his firm's CSR program, he sits on the Advisory Board of the prestigious Wheelock College-Singapore BSc Program in Early Childhood Education Studies and Leadership, and volunteers with a few non-profit organisations. ChinKar holds a Masters Degree in Business Administration from the Strathclyde Graduate Business School of the University of Strathclyde, UK.



TAN DAN FENG

**Tan Dan Feng** has been involved in various sectors of the book and language translation industry for 20 years. He is a director of Select Books, a Singapore book retailer, distributor and publisher. He is also executive director of a regional translation group and an award-winning language technology developer. He is closely involved in the translator training programmes at NTU and UniSIM. Books that he has edited and co-edited include: *Singapore Shifting Boundaries* (2011), *Indonesia Rising: Islam, Democracy and the Rise of Indonesia as a Major Power* (2009) and *The Chinese in Indonesia* (2008).



TANIA DE ROZARIO

**Tania De Rozario** is an artist, writer and curator whose work has been exhibited in Singapore, Amsterdam and San Francisco. She is a 2011 Hedgebrook alumna and 2011 winner of the SPH-NAC Golden Point Award for English Poetry. Co-founder/curator of *Etiquette*, Singapore's first annual multidisciplinary arts festival focusing on feminist issues, she has been published in variety of literary journals. On the side, she freelances as a writer for *TimeOut Singapore's* Art & Design section, teaches drawing at the Substation and tutors Contemporary Contextual Studies part-time at LASALLE College of Arts.



WOON CHET CHOON

**Woon Chet Choon** is the President of the Screenwriters Association and Director of Project AMISS, an award-winning creative writing program supported by MICA. He has helped numerous writers produce their stories at [www.amiss.sg](http://www.amiss.sg). He recently launched his first children's book *Crissee and Skizzee*. He is also a managing consultant at strategy and productivity consultancy GroomTalent. His clients include Sony, Avon and SMRT. Prior to this, he was senior consultant at Hewitt Associates. His expertise is in the field of Stakeholder Engagement and the use of environmental scans to develop business results-based business strategies. Chet Choon has an MBA from the Ivey School of Business, University of Western Ontario and a B.Sc Electrical Engineering (Distinction) from the University of Alberta. He is on the board of directors of the Ivey Business School Alumni Association.



**WAI XIAO WEN**  
(A.K.A. X-WEN)

**X-Wen** loves fashion, film and all things artsy fartsy. By day, she works as the Associate Director of Marketing & Recruitment at NYU Tisch School of the Arts Asia. By night, she is a fashion & lifestyle blogger, sipping bubbly at fancy events and blogging till midnight. X-Wen caught the social media bug in the early 2000s and started a string of blogs that nobody reads. In 2006, she started *Fash-Eccentric* to satisfy her appetite for shopping and fashion without spending a single cent. Over the years, she has blogged about the latest fashion, celebrity style, beauty and all the finer things in life. Since then, *Fash-Eccentric* [www.fash-eccentric.com](http://www.fash-eccentric.com) is currently one of the top fashion blogs in Singapore with an average of 5,000 readers a day.



**YEE JENN JONG**

**Yee Jenn Jong** is an entrepreneur and a non-constituency member of parliament. He has founded several education services companies, including a leading eLearning company ASKnLearn. He writes frequently in blogs and to the forum pages of newspapers. One of his current businesses publishes eBooks for young children. Jenn Jong is married with 3 school age children.

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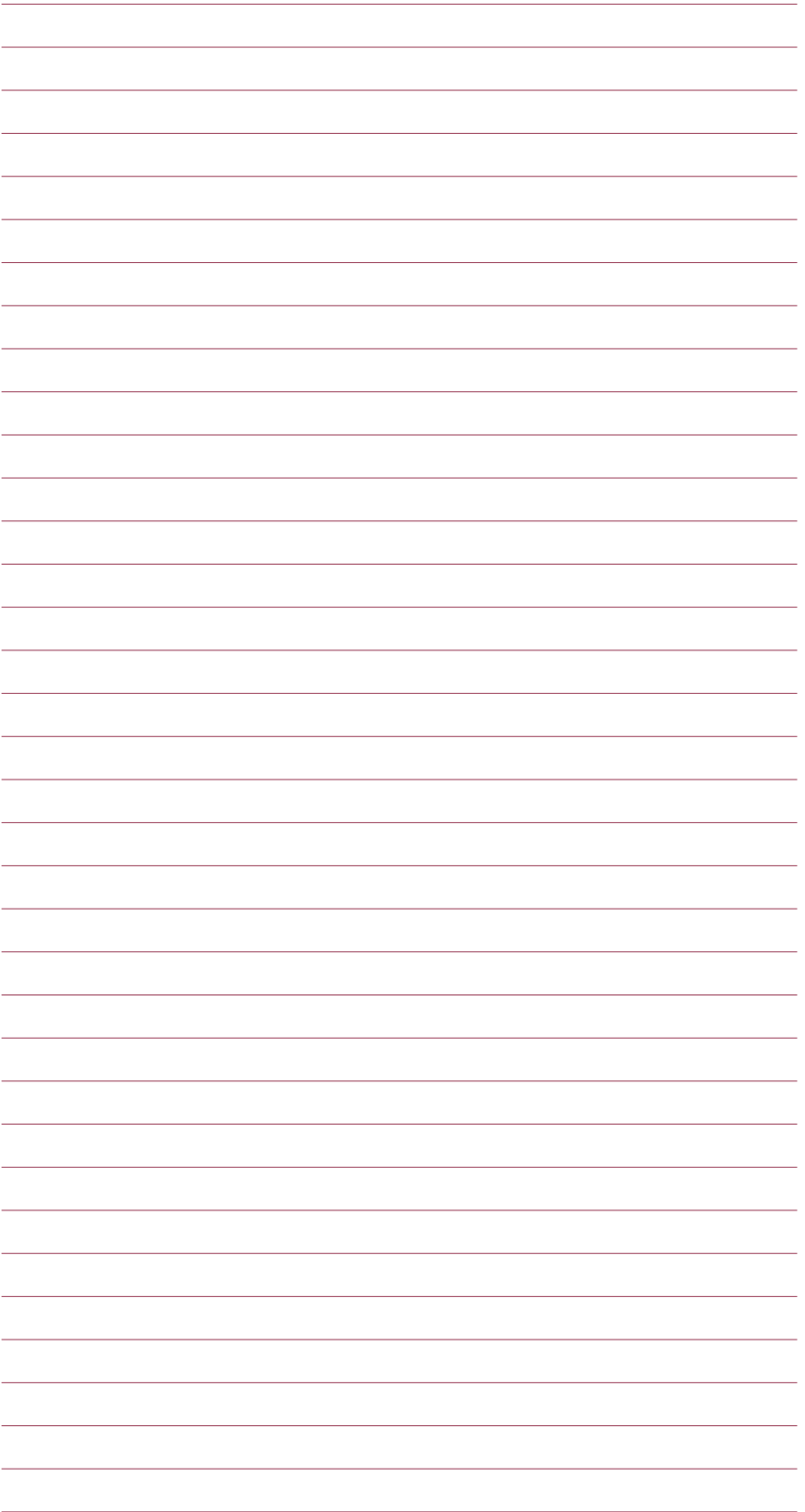
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## *NBDCS Major Events Calendar*

<b>DATES</b>	<b>DESCRIPTION</b>
18 – 19 Feb	<b>ALL IN! YOUNG WRITERS MEDIA FESTIVAL</b>
26 – 29 May	<b>ASIAN FESTIVAL OF CHILDREN'S CONTENT</b>
7 – 8 July	<b>ASIAN EXPRESSIONS</b>
1 – 5 Sep	<b>SINGAPORE INTERNATIONAL STORY TELLING FESTIVAL</b>

*The Bookcouncil also conducts workshops (mainly publishing and writing related) throughout the year, and we organise book launches, book clubs and other related events. For more information on all our activities, please visit [www.bookcouncil.sg](http://www.bookcouncil.sg) or [www.facebook.com/singaporebookcouncil](http://www.facebook.com/singaporebookcouncil)*







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