



Asian Festival of
Children's Content

26 – 28 May 2011
Singapore

Asian Content for the World's Children

Organised by

THE
ARTS
HOUSE





Asian Festival of Children's Content 2011

Theme: Connecting With Connected Kids

Once upon a cyberspace, children explored the world through libraries, bedtime tales and story books. Books are still around, but they are looking different. As technology puts media access into children's pockets and bedrooms, how do content makers stay connected with connected kids?

Get the answers at The Asian Festival of Children's Content (AFCC) in Singapore from 26 – 28 May 2011. Organised by the National Book Development Council of Singapore and The Arts House, this festival is back — bigger, better and bolder.

Join experts from around the world at Asia's gateway to the international children's content market. 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.

Asian Children's Writers & Illustrators Conference

(26 & 27 May 2011)

Conference Director: R Ramachandran, Singapore

Conference Consultant: Pooja Makhijani, US

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 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.*

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

- Stories that Cross Borders
- The Importance of Place in Children's Literature: How to Make the Most of "Regional" Writing
- Exploring History through Children's Literature
- Turning Life Experiences into Fiction
- Getting Published: A Candid Discussion with a Writer and a Publisher
- The illustrator who wants to write
- International Publishing — Why Some Books Travel Across National and Cultural Boundaries and others Do Not
- Fantasy and Imagination in Illustrations and Animated Film
- Popular Culture and the Media: Hooking the Reluctant Reader
- Specialised Workshops & Master Class in *Picture Books*



Asian Media Mart (26 – 28 May 2011)

Asian Children's Publishers Symposium

(27 May 2011)

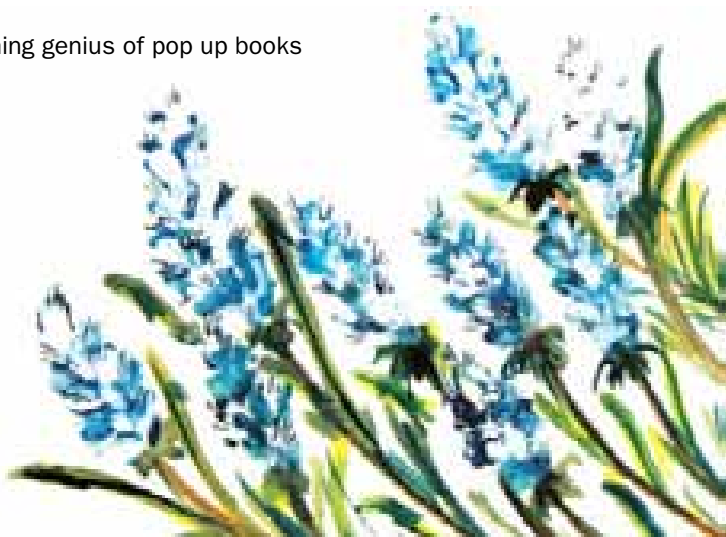
Symposium Director: June Oei, Singapore

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.*

Keynote: A Rose by any Other Name is Still a Rose — Asian Children's Content Revisited

- Trends in global children publishing and voice of Asia
- A runaway success: A Case study of children content that made it big
- Graphic Novels & the Manga rave — What's it all about and why it's so big
- Asian markets and experiences
- E-content: Why we should all pay attention
- The engineering and publishing genius of pop up books



A place for writers, illustrators, digital

Asian Children's Media Summit

(28 May 2011)

Summit Director: Joanne Teoh, Singapore

Summit Consultant: Greg Childs, UK

Children are connecting with content on multiple media platforms. Learn how to engage and enthuse 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.*

Navigating the Digital Globe

- Sights, Sounds and Shape of An Asian Children's Media Culture
- Capturing Audiences in the Digital Media Space
- Global Trends in Children's Media Use

Place of Media in Children's Education

- Re-imagining Literacy – Giving Children a Voice
- Info on Hand, World on the Go
- Of ABCs, IT, eBook and UGC

Seriously Playing – It's All in the Game

- Storytelling in Games
- Animation: New Partnerships, New Outlets
- Making "Connectedness" Happen

Mouse in Hand, Muse on Screen

- Successful Content Development Strategies
- Investing in the Cross Platform Revolution
- What do New Audiences require?

Raising Safe and Cyberfit Kids

- Where Entertainment, Advocacy and Policy Meet
- Recipes for a Healthy Media Diet
- DNA for a Strong and Secure iGeneration

Case Studies Galore!

- The Best on the iPad for Kids
- Delete ... Move Over Millenials
- Interactivity, Literati and Virtual Virtuosity

Masterclasses, Launches and Screenings

- Making Media that Rocks
- Media Competence ABC
- Kids for Kindness Media Makers

artists, producers and publishers to track

Asian Primary and Preschool Teachers Congress

(28 May 2011)

Congress Directors: Dr. Chitra Shegar, Singapore and Dr. Susan Harris-Sharples, US

The reading child is no longer a lonely user of literature but actively connected and creating digital identities as a participant in a global network that Twitter, Facebook, Google and blog. *The Asian Primary and Preschool Teachers Congress* showcases best practices that enrich children's literary experience in the book power shift.

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

Keynote 1: The Impact of Reading on Language Acquisition

Keynote 2: The Notion of 'books' in the 21st century

Symposium 1 — Developing children into avid readers

Symposium 2 — Content and Illustrations in children's books

- Using the Craft of Creative Writing in the Classroom
- Literacy & Gifted Children in the Early Years
- Fostering a Love for Reading & Learning in the 21st Century
- Sustained Reading using e-books and the internet
- Boys and reading
- A Multi approach: Adult's role in literacy development through Play
- The short film as narrative text and its use in the Language and Literature classroom

Illustrations: Susanna Goh's "God is Hu?"



de rights, sell products and services.



Confirmed Speakers Include:



Anushka Ravishankar

'India's Dr. Seuss' and playwright based in Chennai, India

Arvind David

CEO and Producer Slingshot Studios, UK

Christopher Cheng

Author of more than 27 titles and winner of the Lady Cutler Award 2009 for services to children's literature, Australia

Dianne Wolfer

West Australian Advisor for the international Society of Children's Book Writers and Illustrators (SCBWI), Australia

Duncan Newton

Manager, Applications and Business Development, Kodak, China

Elvina "Rina" Lopez-Bautista

Founder, Knowledge Channel Foundation Inc (KCFI), Philippines

Emily Lim

Author of 10 books and the 1st outside North America to win 3 medals at the IPPY Awards, Singapore

Chitra Segar

Assistant Professor, National Institute of Education, Singapore

Greg Childs

British Children's Media Consultant, UK

Holly Thompson

Regional Advisor of the Tokyo chapter of the Society of Children's Book Writers and Illustrators (SCBWI), US/Japan

Joanne Teoh

Director, Sapphire Studios, Singapore

John Mckenzie

Principal Lecturer at the University of Canterbury College of Education, New Zealand

June Oei

Consultant, Defining Reality, Singapore

Kelly Sonnack

Children's literature agent at Andrea Brown Literary Agency, US

Ken Spillman

Award-winning Young Adult novelist, Australia

Leigh Cunningham

Executive Director, Association of Independent Authors, Singapore

Lily Wong

Director, Advent-Links SAUC, Singapore

Liz Rosenberg

Professor of English and Creative Writing at Binghamton University, New York, US

Murti Bunanta

Children's literature specialist who has written 50 books for children, five of them received international awards, Indonesia

Neal Porter

Well-known children's book editor at Roaring Brook whose books have won every major award in the US

Nina Sabnani

A film maker, animator and illustrator. Currently an Associate Professor at the Industrial Design Centre, IIT Bombay, India

Nury Vittachi

Best-selling English language author, Hong Kong

Pooja Makhijani

Writer, editor and teacher who has just relocated from US to Singapore

Rhoda Myra Garcés-Bacsal

Lecturer/Teacher Educator at the National Institute of Education, Singapore

Richard Wan

Co-founder and CEO of E-Book Systems, Singapore

Sayoni Basu

Publishing Director, Scholastic India

Stanley Han

Co-Founder and CEO of Personal e-Motion Pte Ltd (PEM), Singapore

Stephen Mooser

President and co-founder of the Society of Children's Book Writers and Illustrators (SCBWI). Author of more than 60 books for children, US

Susan Harris-Sharples

Professor Emeritus, Wheelock College, US

Warren Buckleitner

Founding editor of Children's Technology Review, US

Yeo Wei Wei

Assistant Director of Publications and the Resource Centre, National Art Gallery, Singapore

Yangsook Choi

Renowned Korean writer and illustrator currently based in US

Ye Shufang



Assistant Director (Education & Outreach) at the National Art Gallery, Singapore

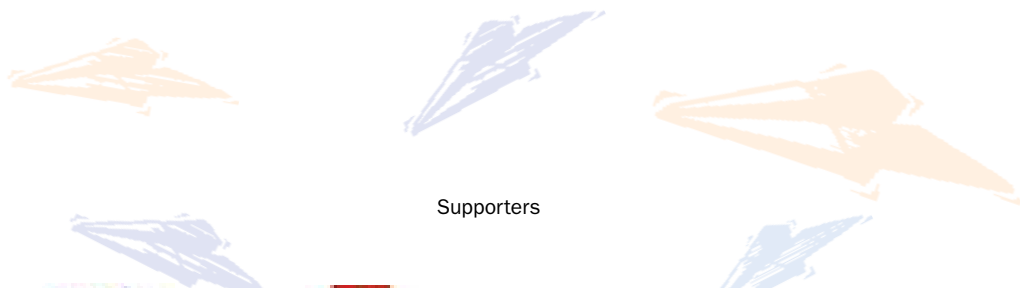
Yusof Gajah

Much loved artist from Malaysia who is well known for his iconic elephant paintings

Disclaimer

All information is correct at the time of print. The festival organisers may change speakers, events and/or session times, dates, and other details as necessary.





Supporters



Printing is sponsored by Tien Wah Press (Pte) Limited

For more information on AFCC
Please contact us at **+65 6848 8292** or email jade@bookcouncil.sg
www.bookcouncil.sg www.afcc.com.sg



Asian Festival of
Children's Content

26 – 28 May 2011
@ The Arts House, Singapore

Asian Content for the World's Children

26 & 27 May 2011
27 May 2011
28 May 2011
28 May 2011
26 – 28 May 2011

Asian Children's Writers & Illustrators Conference
Asian Children's Publishers Symposium
Asian Children's Media Summit
Asian Primary and Preschool Teachers Congress
Media Mart

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\$250 per person if 2 persons register by 31 March 2011
- S\$300 per person if 2 persons register by 30 April 2011
- Normal rate: S\$400 per person

2. Two Days*:

- S\$200 per person if 2 persons register by 31 March 2011
- S\$250 per person if 2 persons register by 30 April 2011
- Normal rate: S\$300 per person

Please select two days of your choice:

- 26 May 27 May 28 May

3. One Day*:

- S\$150 per person if 2 persons register by 31 March 2011
- S\$180 per person if 2 persons register by 30 April 2011
- Normal rate: S\$200 per person

Please select one day of your choice:

- 26 May 27 May 28 May

4. Half Day*:

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



MY DETAILS

Name: _____

Designation: _____

Organisation: _____

Address: _____

Website: _____

Email: _____

Mobile: _____ Tel: _____ Fax: _____

Please note that the information provided here may be used by the festival organisers for a business directory printed for the Festival participants. Please check the box below if you do not wish to share your details.

No, I do not wish to share my details.

Please email / fax / mail the completed form to:

National Book Development Council of Singapore

50 Geylang East Avenue 1 Singapore 389777

DID: +65 6848 8290 | F: +65 6742 9466

We'll contact you regarding payment details upon receipt of your registration form. For clarifications / queries, please email jade@bookcouncil.sg

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

