

The Business of Books

In collaboration with the
Singapore Book Publishers Association

Always wanted to learn the secrets of the publishing industry as well as getting yourself published? This two-day professional symposium is the perfect opportunity for you to learn from industry experts (Singaporean and international) the work involved into bringing a book from manuscript to published work.

28 & 29 October 2009
9.00am – 5.30pm
Blue Room, The Arts House

Costs

\$200.00* for a 2-day session
\$120.00* for a 1-day session
\$30.00 per panel session
* Prices include tea breaks and lunch each day

All prices above include prevailing GST charges (7%)

Programme

Our experts will cover a range of topics that are both practical and personal; including:

Day One

- An introduction to new distribution models that bypass bookstores and how this will affect authors and the trade
- Online publicity and how to make the most of the digital age
- *Publishers Lunch: face-to-face meetings with Singapore publishers during the lunch break*
- Whether publishers add value to authors' manuscripts
- What authors and freelance designers need to know about copyright and contracts
- Whether Singapore poets and literary authors make any money!

Day Two

- How to write a biography in Singapore
- The importance, or not, of localizing content for children's books
- *Publishers Lunch: face-to-face meetings with Singapore publishers during the lunch break*
- Comparing consumer book-buying habits and trends within ASEAN
- Understanding the process of literary translation
- Exploring the business of publishing and selling literary translations

Panel of Experts

Marysia Juszczakiewicz, Literary Agent, Creative Work Limited (Hong Kong)
Peter Schoppert, Head of External Relations, South East Asia, McKinsey & Company (Singapore)
Erik Hartmann, Strategic Partner Development, Google (Singapore)
Marianne Bohr, Senior Vice President, National Book Network (USA)
Peter Gordon, Publisher, The Asian Review of Books, and Director, Paddyfield.com (Hong Kong)
Grant S. Clark, Author (Singapore)
Triena Ong, President, Singapore Book Publishers Association (Singapore)
Lee Jin Pyn, Author (Singapore)
Chua Hong Koon, Publishing Director, Armour Publishing (Singapore)
Paul Wee, Copyright Licensing and Administration Society of Singapore (Singapore)
Kelvin Lee, Director, Samuel Seow Law Corporation (Singapore)
Kirpal Singh, Associate Professor of Literature, SMU (Singapore)
Shirley Hew, Executive Director, Straits Times Press (Singapore)
Kevin Tan, Biographer (Singapore)
Ann Blainey, Biographer (Australia)
Shamini Flint, Author (Singapore)
Emily Lim, Author (Singapore)
Adeline Foo, Author (Singapore)
Richard Lord, Author and Editor (USA now Singapore)
Edda de Silva, Biography Educator (Malaysia)
Vasin Permsup, Vice President, The Publishers and Booksellers Association of Thailand (Thailand)
Goh Eck Kheng, Publisher, Landmark (Singapore)
Cyril Wong, Author (Singapore)
Rasiah Halil, Author (Singapore)
Mabel Lee, Translator and Publisher, Wild Peony (Australia)
Jen Hamilton-Emery, Director, Salt Publishing Ltd (UK)
Abdon Balde, National Bookstore (Philippines)

Who Should Participate

This two-day symposium is suitable for those in the publishing and related industries as well as aspiring and established writers. There will be opportunities for participants to meet with panelists during the course of the symposium.

Contact Us

To making a booking with us, please use the official registration form at the end.

The Arts House Box Office
1 Old Parliament Lane
Singapore 179429
Tel 6332 6900 Fax 6336 3021
Email tickets@singaporewritersfestival.com

For more information, please log on to www.theartshouse.com.sg or www.singaporewritersfestival.com

*All programmes are correct and accurate as of 12 October 2009 and subject to future changes.

Detailed Programme

WEDNESDAY 28 OCTOBER 2009

TIME	TOPIC	SPEAKERS
9-9.30am	Registration	
9.30 -10.30am	Session 1: Beyond Print (Part One) Bookshops RIP: An introduction to new distribution models and how this will affect authors and the trade	1. Peter Schoppert, McKinsey (S'pore) – <i>Moderator</i> 2. Erik Hartmann, Google (S'pore) 3. Marianne Bohr, Sr VP, National Book Network (USA) 4. Peter Gordon, Paddyfield.com and Chameleon Press (HK)
10.30 -11am	Tea Break	
11am -12pm	Session 2: Beyond Print (Part Two) Online Publicity: Making the most of the digital age	1. Goh Eck Kheng (S'pore) – <i>Moderator</i> 2. Grant S. Clark, author (S'pore) 3. Erik Hartmann, Google (S'pore) 4. Marianne Bohr, Sr VP, National Book Network (USA)
12.00 -1.30pm	Publishers Lunch: Face-to-face meetings with Singapore publishers during the lunch break.	
1.30 -2.30pm	Session 3: Hands off my Manuscript: Do publishers add value to authors' manuscripts?	1. Richard Lord, author/editor (S'pore) - <i>Moderator</i> 2. Triena Ong, President, Singapore Book Publishers Association (S'pore) 3. Lee Jin Pyn, author (S'pore) 4. Peter Gordon, Paddyfield.com (HK) 5. Jen Hamilton-Emery, Salt Publishing (UK)

2.30 -3.30pm	Session 4: Copyright and the Killer Contract: What authors and freelance designers need to know about copyright and author contracts	<ol style="list-style-type: none"> 1. Triena Ong, President, Singapore Book Publishers Association (S'pore) - <i>Moderator</i> 2. Chua Hong Koon, Armour Publishing (S'pore) 3. Paul Wee, CLASS (S'pore) 4. Kelvin Lee, Samuel Seow Law Corporation (S'pore)
3.30 -4pm	Tea Break	
4-5PM	Session 5: The Starving Poet: Do Singapore poets and literary authors make money?	<ol style="list-style-type: none"> 1. Richard Lord, author/editor (S'pore) – <i>Moderator</i> 2. Kirpal Singh, A/P Literature SMU (S'pore) 3. Rasiah Halil, author (S'pore) 4. Cyril Wong, author (S'pore)

THURSDAY 29 OCTOBER 2009

TIME	TOPIC	SPEAKERS
9-9.30am	Registration	
9.30 -10.30am	Session 1: The Art of Biography: How to write a biography in Singapore	<ol style="list-style-type: none"> 1. Shirley Hew, Exec Director, Straits Times Press (S'pore) – <i>Moderator</i> 2. Kevin Tan, biographer (S'pore) 3. Ann Blainey, award-winning biographer (Australia) 4. Edda de Silva, biography instructor (M'sia)
10.30 -11am	Tea Break	
11am-12pm	Session 2: We Eat Durian: Localizing content for children's books	<ol style="list-style-type: none"> 1. Shirley Hew, Exec Director, Straits Times Press (S'pore) – <i>Moderator</i> 2. Shamini Flint, author (S'pore) 3. Adeline Foo, author (S'pore)

		4. Emily Lim, author (S'pore)
12-1.30pm	Publishers Lunch: Face-to-face meetings with Singapore publishers during the lunch break	
1.30 -2.30pm	Session 3: Read ASEAN: A comparison of consumer book-buying habits and trends within ASEAN	<ol style="list-style-type: none"> 1. Peter Schoppert, McKinsey (S'pore) – <i>Moderator</i> 2. Hiroshi Sogo, GM, Books Kinokuniya (S'pore) 3. Vasin Permsup, VP, PUBAT (Thailand) 4. Abdon Balde, National Bookstore (Philippines)
2.30 -3.30pm	Session 4: Lost in Translation: The process of literary translation	<ol style="list-style-type: none"> 1. Marysia Juszczakiewicz, Creative Works (HK) – <i>Moderator</i> 2. Helena Hong Gao, Asst Prof, NTU (S'pore) 3. Mabel Lee, translator and publisher (Australia) 4. Dan, Select Books (S'pore)
3.30 -4pm	Tea Break	
4-5pm	Session 5: Selling our Heritage: The business of publishing and selling literary translations	<ol style="list-style-type: none"> 1. Goh Eck Kheng --<i>Moderator</i> 2. Marysia Juszczakiewicz, Creative Works (HK) 3. Dan, Select Books (S'pore) 4. Mabel Lee, translator and publisher (Australia) 5. Jen Hamilton-Emery, Salt Publishing (UK)

***The programme listed above is accurate at time of print and subject to future changes.

The Business of Books | Official Registration Form

Please tick to indicate which session(s)* you will be attending:

1-Day Session | \$120.00* 2-Day Session | \$200.00*

Wednesday 28 October 2009 Thursday 29 October 2009

Panel session(s) - Title of Panel(s) _____

Details

Name (Dr / Mr / Ms / Mrs / Mdm)**

**Full Name as in NRIC, underline surname

Name of Organisation (if applicable)

Correspondence Address

Tel No

Fax No

Mobile No

Email

Payment Options:

Registration will only be confirmed upon receipt of payment, in cash or by cheque made out to “**The Old Parliament House Ltd**” or by credit card through The Arts House Box Office at 63326919.

Please send completed forms to The Arts House by **23 October 2009** to The Arts House Box Office at tickets@singaporewritersfestival.com or **6339 9695**(fax).

For enquiries, please email tickets@singaporewritersfestival.com or call **6332 6919**.

*Prices include 2 tea breaks and lunch each day.

All prices above include prevailing GST charges (7%)

For Official Use:

Payment Method:

Received by:

(Signature/ Date)