

ASIAN FESTIVAL OF CHILDREN'S CONTENT 2014

ASIAN CONTENT FOR THE WORLD'S CHILDREN



Asian Festival of
Children's Content

30 May – 4 June 2014

National Library, Singapore



WRITERS & ILLUSTRATORS CONFERENCE AND MEDIA SUMMIT

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The Asian Festival of Children's Content (AFCC) provides the opportunity and platform to explore the entire spectrum of children's content starting from content creation to distribution and to consumer consumption. With nearly 1000 participants, AFCC is the place to meet writers, illustrators, producers, media professionals and educators from Asia and around the world.



INDIA FOCUS

India is the Country-of-Focus for AFCC 2014. The Festival will feature ten Indian authors, illustrators and other publishing professionals speaking at various sessions to give insight into the world of Children's Literature in India.

WRITERS & ILLUSTRATORS CONFERENCE

1 - 3 JUNE 2014



The Writers & Illustrators Conference gathers writers and illustrators to come together with publishing industry professionals to share, network, and celebrate children's content from Asia and around the world.

FOR:

Writers, illustrators, publishers, librarians, literary agents, distributors and retailers, translators, teachers, and other professionals working with children's content.

1 JUNE 2014 – CONFERENCE SESSIONS

9:15am - 10:00am	Flying Boys & Fairy Girls: The Best of Both Worlds Sally Gardner	India Focus Speakers TBC
10:30am – 11:30am	Reinterpreting the Classics Javier Zabala	Celebrating Imperfection in Picture Books Fazeila Isa Creating Quirky Characters Jen Storer
12:00pm – 1:00pm	Chihiro Art Museum – The Role of A Picture Book Museum Yuko Takesako	Every Picture Tells a Story: Visual Literacy in Picture Books James Mayhew
2:30pm – 3:30pm	Korean Children's Books: The Power of the Picture Il Sung Na	Whatever Happened to Non-Fiction? Cristy Burne Breathing Life Into History Mark Greenwood
4:00pm – 5:00pm/5:30pm	It Takes Two: the Author-Agent Relationship Andrew Weale, Gillian Torckler, Frances Plumpton	Are You Afraid of the Dark? Deconstructing Spooky Yarns and Scary Tales Mahtab Narsimhan, Cristy Burne



2 JUNE 2014 – CONFERENCE SESSIONS

9:15am – 10:00am	Asia Beckons: Children's Books for an Expanding Asian Market Andrea Pasion-Flores	Canadian Asian Writers and their Works Paul Yee, Mahtab Narsimhan
	Using Asian Myth, Magic, and Imagination in Children's Fiction Gabrielle Wang	
10:30am – 11:30am	Connecting With Preteens: The Awesome MRT Diaries Adeline Foo, Sandhya Prabhat	The Picture Book as an Art Object Pooja Makhijani Creating Cross-Cultural Picture Books Frane Lessac
	YA - Books as Windows and Mirrors Mitali Perkins, Stacy Whitman	Found in Translation – How Translations and Children's Novels Go Hand in Hand Cathy Hirano
12:00pm – 1:00pm	New Zealand: Small Nation, Big Writers Chris Szekely, Gillian Torckler	Fine Lines & Happy Mediums: The Universal Appeal of Award Winning Illustrations Junko Yokota, Myra Garces Bacsal
	India Focus - Publishing Speakers TBC	Go West: Translations for North American and European Markets Cathy Hirano, Stacey Whitman, Cheryl Robson
2:30pm – 3:30pm	India Focus Speakers TBC	First Pages Speakers TBC
	The Future of Fantastic (YA) Fiction Lara Morgan, Payal Dhar, Sally Gardner	Four Colour Stories – Graphic Novels and Superheroes Budjette Tan
4:00pm – 5:00pm / 5:30pm	First Look Speakers TBC	The Vast Spread of the Sea: Asian Diaspora Writers and their Works Mitali Perkins, Gabrielle Wang, Il Sung Na
	The Death of Dystopia: Trends in YA Sayoni Basu, Cheryl Robson, Stacy Whitman	From the Golden Age to Librarians' Nightmare: Illustrated Books Over the Years Leonard Marcus



3 JUNE 2014 – CONFERENCE SESSIONS

9:15am - 10:00am	Riceballs & Meatballs: Cultural Diversity in the American Market Stacy Whitman	From 7 to 70: Different Strokes for Different Folks Javier Zabala
10:30am – 11:30am	What's Inside the Wizard's iPad?: Picture Book Magic in EBooks and Apps Junko Yokota	An Appetite for Series: Feeding off the Readers Hunger Gabrielle Wang, Jen Storer, Felicia Low, Adan Jimenez
12:00pm – 1:00pm	Out of the Frying Pan, Into the Fire: New Models of Publishing Eric Huang, Stacy Whitman, Cheryl Robson	India Focus – Illustration Speakers TBC
2:30pm – 3:30pm	Author Branding Bill Belew, Adeline Foo	Speed Pitching Stacy Whitman, Linda Tan, Sayoni Basu, Cheryl Robson, Edmund Wee
	Making the Most Out of a School Visit Andrew Weale, Ho Lee Ling	
4:00pm – 5:00pm / 5:30pm	Writing About Different Cultures Fatima Sharafeddine, Mitali Perkins, Gabrielle Wang	Illustration and Book Design Mariko Takagi, Frane Lessac, Junko Yokota



MEDIA SUMMIT

3 JUNE 2014



The Media Summit provides a crossover networking opportunity for media and literary professionals from Asia and around the world. The conference presents a line-up of sessions and workshop centring on multiplatform storytelling, pitching, interactive narrative and digital marketing to address the current trends and issues in the content market.

FOR:

Producers, television/film executives, commissioning editors, screenwriters, authors, publishers, app developers, animators, filmmakers and content creators.



3 JUNE 2014 - CONFERENCE SESSIONS

9.15am – 10.00am	Keynote Building a Multiplatform Universe By Matt Costello <i>Presented by Transmedia Asia</i>		
10.30am – 11.30am	Story & Marketing: Two Separate Entities? By Maurice Wheeler <i>Presented by Transmedia Asia</i>	Pitch Incubator! By Marc Checkley, Eric Huang, Jacqueline Chan	
12.00pm – 1.00pm	Writing for Transmedia By Maureen McHugh <i>Presented by Transmedia Asia</i>	Alternative Funding: The Body (Case Study) By Kenny Gee	Speed Pitching By Marc Checkley, Ervin Han, Galen Yeo, Eric Huang, Vikram Channa
		Alternative Funding: Platform for Asia By Leo Shimada	
2.30pm – 3.30pm	Telling Your Story: Transmedia Marketing and the Collaborative Process By Saad Chinoy, Nida An Khafiyya <i>Presented by Transmedia Asia</i>		Meet the Commissioners By Vikram Channa, Leslie Lee
	Involving the Audience: Making Interactive Narrative Work By Matt Costello, Maurice Wheeler, Maureen McHugh <i>Presented by Transmedia Asia</i>		Asia Children's Television Content



OTHER FESTIVAL PROGRAMMES

MEDIA MART & RIGHTS FAIR

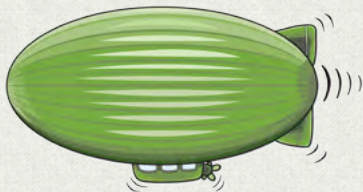
30 May – 3 June 2014

The Media Mart & Rights Fair is a marketplace for local children's content industry professionals to network, trade and exchange information with the Asian market.

BOOK ILLUSTRATORS GALLERY

30 May – 3 June 2014

Discover illustrations from artists around the region at the Book Illustrators Gallery (BIG).



PRESCHOOL & PRIMARY TEACHERS CONGRESS

31 May 2014

The Congress provides teachers and educators with the skills and knowledge to impart early literacy through bilingualism to their charges as a child transitions from early childhood to primary school.

PARENTS FORUM 1 June 2014

The Forum offers parents, teachers, and other related professionals the opportunity to get support, information, and advice on nurturing early literacy at home.

MASTERCLASSES 4 June 2014

Experts from the fields of publishing and media will conduct one-day workshops which are designed to hone the skills of seasoned writers, illustrators, screenwriters, and content producers.

LANGUAGE PROGRAMMES

Conducted in Chinese, Malay, or Tamil, these workshops are tailored for teachers, parents and childrens as well as literary professionals.



REGISTRATION – AFCC REGISTRATION			
Date	Tickets (includes lunch and coffee breaks)	Early Bird By 31 Mar	Normal
31 May – 3 June	4-day Pass (includes access to all conference sessions at AFCC)	\$400.00	\$500.00
31 May	AFCC Preschool & Primary Teachers Congress (includes AFCC Parents Forum)	\$150.00	\$200.00
1 June	AFCC Parents Forum	\$80.00	\$100.00
1 June - 3 June	AFCC Writers & Illustrators Conference (includes Media Summit)	\$300.00	\$350.00
3 June	AFCC Media Summit	\$100.00	\$150.00
4 June	AFCC Full-day Masterclass	\$150.00	\$200.00
4 June	AFCC Half-day Masterclass	\$100.00	\$120.00

**Ticketing Charges Apply*



CONTACT

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**For up-to-date information, subscribe to our
newsletter:** www.afcc.com.sg

*This booklet contains only a summary of the AFCC 2014
programmes and sessions. Please refer to the website
www.afcc.com.sg for full programme details.
The organisers reserve the right to make changes to
sessions and speakers where necessary.*



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