



5 – 8 September 2019  
National Library Building, Singapore

### **AFCC 2019 PUBLIC PROGRAMMES APPLICATION FORM**

The Asian Festival of Children's Content (AFCC) provides a platform for speakers and participants to be a part of AFCC's programmes to support and grow the awareness of quality Asian publications and programmes for children.

Applicants interested in being part of AFCC's public programmes can submit an application for a book or product launch, or propose a public performance or activity to be held at AFCC 2019.

Whilst best efforts will be used to accommodate all requests for a public programme slot, a selection will be made based on the proposal's relevance to AFCC due to the limited number of available openings.

#### **Submission Guidelines:**

- ☐ Applications are only open to AFCC speakers, AFCC 3-Day and AFCC All Access Pass holders.
- ☐ All proposals are subject to approval due to limited availability of slots.
- ☐ Public programmes will be held from 5 to 8 September 2019.
- ☐ As slots during the breaks are limited, these will be allocated at the organiser's discretion, on a first-come, first-served basis.
- ☐ Public programmes will be held at one of the following spaces at the National Library Building:
  1. Drama Centre Foyer, Level 3, National Library Building
  2. My Tree House, Basement 1, Central Public Library
  3. Programme Zone, Basement 1, Central Public Library
- ☐ Event slots are allocated in a single 1-hour slot, which includes set-up and tear-down.
- ☐ Basic logistical support for the various venues will be provided upon confirmation of the application, including limited sets of microphones and speakers.
- ☐ Details of all events will be publicised on the AFCC website and other collaterals where applicable.
- ☐ Each applicant is strongly encouraged to conduct publicity and marketing campaigns to ensure a healthy turnout for the event.
- ☐ Successful applicants will be informed via email by 29 July 2019.

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- For further inquiries, please contact Ms Mieke Song ([programmes2@bookcouncil.sg](mailto:programmes2@bookcouncil.sg) / +65 6342 5126) for clarification.
- **All forms and required materials are to be submitted by 12 July 2019 to the following:**

For hardcopy submissions:  
90 Goodman Road, Goodman Arts Centre  
Blk E, #03-32  
Singapore 439053  
Attn: AFCC 2019 Public Programmes

For softcopy submissions:  
Ms Mieke Song  
[programmes2@bookcouncil.sg](mailto:programmes2@bookcouncil.sg)  
Subject Header: AFCC 2019 Public Programmes

#### **Book/Product Launch Guidelines:**

- Only books/products that are or will be published or released from June 2018 to August 2019 will be accepted. Books/products that were launched at AFCC 2018 will not be accepted for launches in AFCC 2019.
- Products to be launched must be relevant to AFCC's mission of celebrating and promoting quality content relating to children's literacy.
- All sales of books can only be made through the official bookstore for AFCC 2019.
- Please note that information regarding the book/product to be launched will be included in relevant AFCC 2019 collaterals.
- **Please complete and submit ANNEX A and a hard or soft copy of the book/product to be launched by 12 July 2019.**

#### **Public Performance/Activity Guidelines:**

- Programme proposals should align with AFCC's mission of celebrating and promoting quality content relating to children's literacy.
- The applicant is responsible for organising and executing the approved programme, inclusive of inviting speakers/facilitators/performers to be part of the event.
- For selected proposals, basic support with logistics and tech will be provided. Specific technical requirements should be included in proposal submissions but may not be guaranteed support.
- Information relating to selected programme proposals will be included in relevant AFCC 2019 collaterals.
- Please note that AFCC will not provide honoraria to applicants/speakers/facilitators/performers whose proposals have been selected for presentation.
- **Please complete and submit ANNEX B by 12 July 2019.**

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### **ANNEX A: Book/Product Launch Application**

Applicant Name: \_\_\_\_\_

Email Address: \_\_\_\_\_ Mobile Number: \_\_\_\_\_

\* All fields are required unless indicated otherwise. Please indicate N/A for non-applicable items.

Author(s) Name & Nationality		Illustrator(s) Name & Nationality	
Book or Product Title		Year of publication	
Publisher or Imprint name			
Publisher or Applicant Address			
50-word Synopsis of Book or Product (For product launches, please also specify product type – eg. game, application, etc.)			
30-word Author(s) Biography			

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30-word Illustrator(s) Biography	
Additional Details (optional)	Any additional information such planned promotion, activity during the launch, expected turnout or special technical requirements can be <u>attached as a separate document</u> to help in our selection and allocation of venue.
Required Checklist	<ul style="list-style-type: none"><li><input type="checkbox"/> High-resolution image of the book cover OR promotional image of product of at least 300dpi. Please attach the image as a separate JPEG/TIFF/PNG file to your submission.</li><li><input type="checkbox"/> Hard/soft copy of the book/product to be launched.</li></ul>

☐ Yes! I would like to be informed of the latest happenings and activities at Singapore Book Council via email.

By submitting this application, I agree to allow SBC to use any submitted material for promotional and marketing purposes. I confirm that I have read, understood and accepted the Submission and Book Launch Guidelines.

\_\_\_\_\_  
Name:  
Designation:  
Date:

Please enter your name on the line above in lieu of a signature if you are submitting electronically.

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### **ANNEX B: Public Performance/Activity Application**

Applicant Name: \_\_\_\_\_

Email Address: \_\_\_\_\_ Mobile Number: \_\_\_\_\_

\* All fields are required unless indicated otherwise. Please indicate N/A for non-applicable items.

Programme Type	<input type="checkbox"/> Talk <input type="checkbox"/> Presentation <input type="checkbox"/> Panel Discussion <input type="checkbox"/> Storytelling <input type="checkbox"/> Performance <input type="checkbox"/> Workshop <input type="checkbox"/> Others: _____
Proposed Title	
Target Audience: (e.g. parents, Children,etc)	
50-word Synopsis of Performance or Activity	
Speaker/ Facilitator/ Performer Names	
Speaker/ Facilitator/ Performer Biographies (30 words each)	

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Performance/ Activity Outline (Please be as detailed as possible)	
Additional Details (optional)	Any additional information such planned promotion, expected turnout, or special technical requirements can be <u>attached as a separate document</u> to help in our selection and allocation of venue.

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Name:  
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