

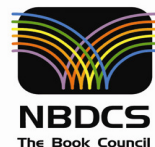
ALL IN YOUNG WRITERS SEMINAR 2010

theme
Writing
and the
NEW MEDIA

event details
20 February 2010
Saturday
9.30am - 6.00pm
The Arts House

visit <http://www.literarysociety.wordpress.com>
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Storytelling ● Reading ● Writing ● Publishing

All In! Young Writers Seminar 2010

Theme: Writing and the New Media
Date: 20 February 2010 (Saturday)
Time: 9.30am – 7.00pm
Venue: The Arts House (1 Old Parliament Lane)

10.00am 10.45am

Plenary Session I: Writing and the New Media: Redefining the Author / Reader / Text Relationship

Speakers:

- 1) Asst Prof Daniel Reimold, Visiting Assistant Professor, NTU
- 2) Hyacinths Pennefather, Public Relations Client Services Executive, Asia-Pacific Connections
 - i. Storytelling 2.0, a new media writing revolution that is more personal, interactive, and hyperlinked.
 - ii. Writing's redefinition in an age of tweets, blogs, and links.
 - iii. The evolution of audience interaction with digital text.

10.45am – 11.00am: Tea Break

11.00am – 12.30pm

Concurrent Session 1: The Age of Blogging – "Why We Write: The Future of Content-Creation"

Speakers:

- 1) Ivan Chew, Head of the Adult & Young People's Services, NLB and avid blogger
 - i. Writing in the larger context of Digital Media, e.g. multimedia production.
 - ii. Collaboration and Creative Commons - why it's relevant to budding writers.
 - iii. The point of writing, e.g. "Why Write?".
- 2) Lucian Teo, Blogger
 - i. Evolution of communication and how it pertains to writers.
 - ii. An exploration into transmedia storytelling.
 - iii. The future of content-creation.

Concurrent Session 2: Comics

Speakers:

- 1) Otto Fong, author and publisher of "Sir Fong's Adventures in Science"
 - i. What does it take to create, publish and get a comic book series into the local market? - Otto shares his journey from tortured dreamer to happy creator!
- 2) Jerry Hinds, President of the Association of Comic Artists, Singapore and Founder of the Nice One Entertainment, Singapore
 - i. Encouraging young writers & artists to come up with everything from shorts & essays, to poems, comic strips, articles and critiques.
 - ii. How to spread a creative word.
 - iii. How to help young creators get published.

12.30pm – 2.00pm: Lunch (on your own)

2.00pm – 2.45pm

Plenary Session II: New Media and Creativity – The Great Leveller?

Speaker:

Paul Rae, Writer, Lecturer @ NUS and Artistic Director of Spell#7

- i. New media: an exciting means of personal liberation, or a sophisticated method of social control?
- ii. Relationship between the rhetoric and reality of working creatively in new media.
- iii. The challenge of and for art when working with new media.

2.45pm – 4.15pm

Concurrent Session 3: Online Journalism

Speakers:

- 1) Ravi Philemon, Chief Editor of The Online Citizen
 - i. Blogivist – The Advocacy Journalist.
- 2) Quak Hiang Whai, author of “No comments and don’t quote me”
 - i. Business writing and business journalism.
 - ii. A career in business journalism. What does it take?
 - iii. How to angle on a business story?

Concurrent Session 4: Publishing and the New Media

Speakers:

- 1) Lance Ng, Publisher of Renaissance Publishing - "The Changing Face of Publishing in the New Media"
 - i. How has the traditional publishing value chain been affected by IT and the new media?
 - ii. Comparisons between publishing and other copyright based content businesses such as film and music.
 - iii. Probable future trends like e-books, e-readers, interactive and multimedia content, and how they will change the publishing business.
- 2) Sean Elwell-Sutton, Digital Solutions Manager, Cambridge University Press, Asia – “Publishers, professional writers and the new media”
 - i. How rapidly evolving publishing technologies are changing the way publishers work and publish.
 - ii. Professional opportunities with publishers available to writers in new media and some of the current challenges.
 - iii. Tips and suggestions to become involved with a publisher in the digital age.

4.15pm – 4.20pm: Short Break

4.20pm – 6.00pm

Forum: Career Options for those with Writing Skills and Aptitude to Write

Speakers:

- 1) Koh Juat Muay, Director for the Little Blue Dot Consultancy
 - i. Why write?
 - ii. Who are you writing for?
 - iii. Finding your own unique identity in new media.
- 2) Chua Hong Koon, Publisher
 - i. Self-publishing and working with a publisher.
 - ii. Finding the right publisher.
 - iii. Getting the book published and writing a bestseller.
- 3) Adibah Isa, Writer / Editor @ www.GuideGecko.com
 - i. GuideGecko.com, the largest guidebook portal on the web.
 - ii. How you can publish and sell your own travel guides through GuideGecko.
 - iii. What to write and why.
- 4) Anita Parkash, Legal and Intellectual Property Manager for Cambridge University Press.
 - i. "Introducing ... the other Publishing Personalities".

6.00pm – 7.00pm: Tea Reception

Asst Prof Daniel Reimold (dreimold@ntu.edu.sg)

Daniel Reimold, Ph.D., is a visiting assistant professor of journalism within the Wee Kim Wee School of Communication & Information at Nanyang Technological University. He is an impassioned college journalism scholar who has presented and published about the student press worldwide. His blog "College Media Matters" is affiliated with the Associated Collegiate Press, the largest and oldest student journalism organization in the United States.

Hyacinths Pennefather

Hyacinths is a public relations client services executive with Asia-Pacific Connections, working predominantly on social media. She also writes for the technology section of the Hindustan Times (India's leading broadsheet) and last year spoke about new media citizen journalism initiatives as an invited lecturer for NTU's Asia Journalism Fellowship Programme.

Ivan Chew (ivanchew@nlb.gov.sg and ramblinglibrarian@gmail.com)

Ivan is a trained librarian. He joined the National Library Board in 1996. He currently heads the Adult & Young People's Services (Public Libraries) in NLB. Since discovering blogs and in 2004, Ivan has been actively blogging. He has conducted social media talks and workshops in Singapore, and in countries like South Africa, USA and Croatia. At last count, he has ten personal blogs and one podcast. His main personal blogs are at RamblingLibrarian.blogspot.com and MyRightBrain.wordpress.com.

Lucian Teo

Lucian has been online since the early 90s. Lucian has been blogging for a decade at www.Tribolum.com displays his better photographs at Photolog.org and tried to start a community storytelling website at www.Stories.sg. Professionally, he creates websites, online stores and intranets for corporate customers and non-profits and most recently was in the employ of the Ministry of Education as Head of Web Management.

Otto Fong (otto.fong@gmail.com)

Otto was an engineer, a playwright and is now a fulltime comic artist. He is the creator of "Sir Fong's Adventures In Science" series. The original "Sir Fong" comic book was named by Straits Times as "Ten Good Local Reads" in 2005, and "Sir Fong 2: Fur-o-cious" recently appeared in National Library's Most Borrowed local book list for young people. Otto has conducted comic workshops for National Museum, Discovery Centre, Singapore Science Centre, Art Museum, Gifted Programme Annual Camps and various schools and institutions.

Jerry Hinds (jerry.hinds@acas.org.sg, www.acas.org.sg, www.1459live.com)

Jerry is President of the Association of Comic Artists (Singapore) (ACAS). UK born and Singapore based since 1997, he worked in advertising for over 20 years. Now, he edits and publishes various comics for local and international markets. His short story, Singapore Sling, was written by ex-Marvel Comics editor-in-chief, Tom DeFalco. Jerry heads the MDA, First Time Writers and Illustrators Publishing Initiative (Graphic Novels), and orchestrates various projects, including 14:59 arts journal.

Paul Rae

Paul is a British writer, teacher and theatre-maker based in Singapore. He teaches on the Theatre Studies programme at the National University of Singapore, and has published widely on aspects of contemporary Southeast Asian performance, and on the relationship between theatre and digital media. He is also the co-artistic director, with Kaylene Tan, of spell#7, a theatre company that combines traditional storytelling with technological experimentation.

Ravi Philemon (ravi@theonlinecitizen.com)

Ravi is the new Chief Editor of The Online Citizen. He is a community worker and has been working with the disadvantaged and the disabled both locally and overseas for the last 20 years. As he himself comes from a broken family and was homeless as a young person, he sees the plight of the disadvantaged from a different angle. He started to blog in 2007, to write about the things he sees and feels. The musings in his blog www.raviphilemon.net are often social and political.

Quak Hiang Whai (hiangwhai@yahoo.com.sg)

Hiang Whai has worked in print and television media with news conglomerate Singapore Press Holdings, pending six years heading the Hong Kong bureau for Business Times covering the Greater China region. He left journalism after 17 years to join Singapore's United Overseas Bank Group as head of group communications and investor relations divisions. He is currently a media trainer and managing director in a multimedia and publishing group.

Lance Ng (lance@renaissance.sg)

Lance is the publisher of Renaissance Publishing, a boutique publisher started to support local writing. His affinity for writing came full cycle a few years ago when he forayed into fiction writing. The lack of local publishers willing to support local fiction prompted him to start up his own imprint instead. Renaissance Publishing is today most noted for having organised two annual young writers competition where generous cash prizes has been given out and the winning works published and launched at Borders Bookstore.

Sean Elwell-Sutton (selwell-sutton@cambridge.org)

Sean is the Digital Solutions Manager for Cambridge University Press in Asia. He manages online, mobile, elearning and other digital publishing solutions for education and language teaching products and services published both internationally and globally. He has worked as a writer, editor, producer, software developer, and project manager in Australia, Japan, the United Kingdom and now Singapore.

Koh Juat Muay (juatmuay@thelittlebluedot.com.sg)

Juat is the Director for The Little Blue Dot Consultancy. She has more than 10 years of public relations and marketing communications experience including management and business development in the public, retail lifestyle and nonprofit sectors. She writes for work but would much rather write for pleasure. She is a firm believer in good communications, well-defined products and good management practices that promotes corporate performance and business growth.

Chua Hong Koon

Hong Koon is the Publishing Director at Armour Publishing Pte Ltd, a local publishing company focussing on Christian and general trade books. Hong Koon has more than 30 years of publishing experience. He has published many types of books, from children's books to assessment books, reference books, textbooks, trade books, professional books, and now Christian books.

Adibah Isa (adibah@guidegecko.com, adibahisa@gmail.com)

Adibah joined GuideGecko in February 2010. Inspired by acclaimed Singapore playwright Haresh Sharma's words, "If you don't like what you're doing, why do it?", she knew she had to break away from the norm and realise her dream: to write. A member of Couchsurfing, an international community of travellers, she is more than happy to show travellers around Singapore, and Singapore to them.

Anita Parkash (aparkash@cambridge.org)

Anita loves to read and write. She is the Legal & Intellectual Property Manager for Cambridge University Press in Asia. Her roles at the Press include author liaison, royalties negotiator, contract drafter and copyright enforcer. She read Law and Literary Studies at the National University of Singapore and has been involved in professional publishing as a writer, an editor and a publishing manager.

Fong Hoe Fang

Fong Hoe Fang is the Managing Director of Pagesetters Services Pte Ltd, an advertising and design house that develops integrated marketing campaigns for companies since 1987. He founded the Ethos Books imprint in 1997 and has extensive digital printing and publishing experience.