

## **SWF Publishing Symposium 2011**

Co-organised with the Singapore Book Publishers Association and Peony Literary Agency

Reading Room, SMU Li Ka Shing Library, 5<sup>th</sup> floor

27-28 October 2011, 9am-5pm

*Tea and Lunch Provided*

**Ticketing (available from SISTIC):**

\$20 per panel

\$60 per day

\$100 for 2 days

To purchase your tickets, click <http://www.singaporebookpublishers.sg/swf.html> or copy and paste the URL into your web browser.

### **Day 1 – Thu 27 October**

#### **9.30-10.30am Loyalties, royalties and the balance of power**

Synopsis: A look at the changing roles of publishers, agents and authors. Self-publishing vs. working with a publisher — advantages and disadvantages. An introduction to new publishing models along with value propositions that are changing loyalties, royalties and the balance of traditional power, and keeping the publisher relevant.

Speakers:

Robert Nichols, Marketing & Digital Director, Constable & Robinson, UK

Leigh Cunningham, Founder, Association of Independent Authors, Singapore

*Break*

#### **11.00am-12.00pm Ebook conversion and distribution**

Synopsis: What are the various ebook distribution options available to publishers and self-published authors? What is the landscape for ebook sales like today? Who can help get your titles into as many ecommerce stores as possible and what will it cost? What is the reporting like from these distributors? An overview of the different aggregator models. A look at licensing content instead of selling ebooks. Library sales? Does it make sense to convert your files in-house? If not, who are the partners who can help? How can small publishers and indie authors ensure that in the process of digitizing their titles that quality standards remain high? How do you optimize your titles to compete in the digital market? In-house conversion versus using a conversion house. A brief overview of InDesign 5.5. Best practices when formatting for conversion houses wpr contents pages, footnotes, illustrations, imprint pages, tables and embedding video.

Speakers:

Devan Rajam, Vice-President (Sales and Marketing), Geethik Technologies, Malaysia

Peter Schoppert, Director, PS Media Asia, Singapore

*Lunch*

#### **1.30-2.30pm Ebook marketing**

Synopsis: What are the challenges facing ebook marketers? How do the marketing approaches differ between hardcopy and digital books? Viral marketing (videos, bk trailers, social media, free ebooks), how to create irresistible offers, how to form joint ventures with affiliates, virtual book tours and guest blogging/reviews, how to develop fan bases for independent authors. Facebook vs Foursquare, Twitter, Gowalla, Instagram, Scvngr and Tagwhat. Readers are discovering books through online search. But where are they turning for information about books? To what extent is the conversation being shaped by traditional book media that has migrated into the online space, to what extent by emerging online reader communities on sites like Goodreads?

Speakers:

Robert Nichols, Marketing & Digital Director, Constable & Robinson, UK

### **2.30-3.30pm Ebooks for kids and young adults**

Synopsis: A look at what digital platforms kids and young adults overseas are using, what they are reading and how the publishers and authors are reaching them. Straight ebooks or more interactive? Genres? From trade and educational perspectives, what kind of locally produced kid's content can be exported and onto what platforms.

Speakers:

Stanley Han, CEO, KooBits Pte Ltd

*Break*

### **4.00-5.00pm Cross-platform**

Synopsis: A look at graphic novels, animation and TV adaptations of books, what can be done, what publishers and indie authors need to know, how should their original content change to attract cross-platform adaptations. How do publishers and authors pitch their work to media houses for possible adaptation into other platforms? What is the role of agents?

Speakers

Fran Lebowitz, Author and former New York Literary Agent, Singapore  
Lingun Sung, CEO, Peach Blossom Media

## **Day 2 – Fri 28 October**

### **9.30-10.30am The Role of the Author**

Synopsis: How and why do authors write? What is the process of finding a publisher? How do you work with a publisher and what kind of expectations should you have / not have? How do you promote yourself?

Speaker:

Duncan Jepson, author of the All the Flowers of Shanghai (HarperCollins US)

*Break*

### **11.00am-12.00pm How to Get Noticed by a Commissioning Editor**

Synopsis: Why do publishers seem impenetrable? What kind of books and authors do publishers want? What is the role and how do you get noticed by a commissioning editor? What can prospective writers do to increase their chances of finding a publisher? What makes a good submission? What happens after your book is bought? How are books edited?

Speaker:

Jenny Parrott, Commissioning Editor, Little, Brown

*Lunch*

### **1.30-2.30pm Marketing Your Book: The role of the Publisher and Author**

Synopsis: What is the role of sales and marketing of authors? What are the effects of digital publishing on sales and marketing? Find out more on the financial analysis of how sales of a book relate to an advance and royalties paid to an author. What are the pros and cons of self-publishing vs regional / international publishing?

Speaker:

Daniel Watts, Regional Director, Macmillan Asia

### **2.30-3.30pm The Future of the Publishing Industry: What Authors Need to Know**

Synopsis: What is the future of publishing? What are the challenges, the potential areas for innovation and strategy? Is digital the new frontier for publishing? Do authors still need publishers? How relevant are publishers?

Speakers:

Jenny Parrott, Commissioning Editor, Little, Brown

Duncan Jepson, author of the All the Flowers of Shanghai (HarperCollins US)

Daniel Watts, Regional Director, Macmillan Asia

Marysia J, Peony Literary Agency, HK

*Break*

### **4.00-5.00pm Print And Ebook Author Contracts**

Synopsis: An overview of the most important clauses in the print and ebook contract and a look at ebook-only contracts. What should publishers and authors be aware of?

Speakers

Chua Hong Koon, Publishing Director, Armour Publishing, and Vice -President, Singapore Book Publishers Association, Singapore

Koh Chia Ling, Partner, ATMD Bird & Bird LLP