



LittWorld 2018 Daily Schedule

SUNDAY, 28 OCTOBER

- 9.00 INFORMATION AND REGISTRATION TABLE OPENS.....Hotel lobby**
- 10:00 BOOK DISPLAY ROOM OPEN FOR SET-UP.....Sphere 1 (next to Oval Foyer)**
- 15.30 SOFT DRINKS AND “MEET AND GREET”Oval Foyer**
- 18.00 DINNER.....Oval Foyer**
- 19.30 OPENING SESSIONSquare Ballroom**
 Welcome to LittWorld 2018. Dan Elliott, MAI Board Chair and conference emcee
 Music and Worship
 Making the Most of LittWorld 2018. John Maust, MAI President
 Introduction of Singapore Host Team
 Roll Call of Nations
 Keynote: Allowing God’s Word to Address a Troubled World. Ramez Atallah

MONDAY, 29 OCTOBER

7.30 THE WORD MADE FRESH (DEVOTIONAL).....Square Ballroom
Speaker: Soo-Inn Tan

8.00 BREAKFASTOval Foyer

9.15 GENERAL SESSION.....Square Ballroom
Thinking Locally, Writing Globally Pusonnam Yiri

10.30 REFRESHMENTS.....Square Foyer and Oval Foyer (break served in 2 locations)
BOOK DISPLAYS OPENSphere 1 (next to Oval Foyer)

11.15 CORE WORKSHOP TRACKS

Participants will choose a workshop track and remain in the same track each morning of the conference.

Publishing Leadership and Finance *Square Ballroom*

Best Practices in New Title Planning and Implementation Randy Jahns

Marketing and Sales *Quad 3*

Marketing Strategy 1 Hannah Lau

Digital Publishing *Quad 1*

Publishing and Distribution in the Digital Age: Trends, Tools and Technologies for Leaders Barine Kirimi

Editorial *Cube 4*

Diamonds in the Rough, Jewels in the Making: Attracting and Nurturing the Local Authors You Want Joy Solina

Writing Non-Fiction *Cube 3*

Publishing A to Z Tim Beals

Writing Fiction *Cube 1*

Setting a Firm Foundation Jeanette Windle

Magazine Publishing *Oval 1*

Build a Strong Identify for Your Magazine Maggie Gathuku

Design and Illustration *Quad 2*

How to Design Covers that Sell Books Michael Collie

13.00 LUNCH.....Oval Foyer**14.30 GENERAL SESSION.....Square Ballroom**

Thriving in an Age of Digital Disruption Panel discussion, ChinKar Tan, moderator.

Panelists: Alexandr Flek, Alice Keen, Edric Sng, Lekan Otofodunrin

15.30 REFRESHMENTS.....Square Foyer and Oval Foyer**BOOK DISPLAYS OPEN.....Sphere 1****16.15 OPEN ELECTIVE WORKSHOPS***Participants may attend the afternoon workshop of choice, regardless of track—seven different workshops offered.*Best Practices in New Title Planning and Implementation Randy Jahns (Repeat) *Square Ballroom*Marketing Strategy 1 Hannah Lau (Repeat) *Quad 3*How to Sell and Buy Rights in the Global Market Cindy Riggins *Quad 1*Editing Reference Books Martin Manser *Cube 4*Tell your Local Stories through Children's Picture Books Emily Lim *Quad 2*Screenwriting 1 Simon David Hunter *Cube 1*Living in Rhythm for Health and Ministry Soo-Inn Tan *Cube 3***17.45 INDIVIDUAL CONSULTATIONS**Optional one-on-one consultations with an experienced mentor, arranged by advance sign-up.....**Square Ballroom**

- 18.30 DINNER.....Oval Foyer**
- 20.00 GENERAL SESSION.....Square Ballroom**
Comics: Riding the Wave into Readers' Hearts Nate Butler

TUESDAY, 30 OCTOBER

- 7.30 THE WORD MADE FRESH.....Square Ballroom**
Speaker: Daniela Encheva
- 8.00 BREAKFAST.....Oval Foyer**
- 9.15 GENERAL SESSION.....Square Ballroom**
Words for the Wounded Robert Solomon
- 10.30 REFRESHMENTS.....Square Foyer and Oval Foyer**
BOOK DISPLAYS OPEN.....Sphere 1

11.15 CORE WORKSHOP TRACKS

Participants will choose a workshop track and remain in the same track each morning of the conference.

Publishing Leadership and Finance *Square Ballroom*
Maximize and Manage your Resources Barine Kirimi

Marketing and Sales *Quad 3*
Marketing Strategy 2 Hannah Lau

Digital Publishing *Quad 1*
Best Practices in International Ebook Publishing Sean Harrison

Editorial *Cube 4*
How to Make a Manuscript Shine Mauricio Zagari

Writing Non-Fiction *Cube 3*
A Story to Tell: Writing the Collaborative/Memoir Title Jeanette Windle

Writing Fiction *Cube 1*

Bring Your Characters to Life Davis Bunn

Magazine Publishing *Oval 1*

Make Friends with Your Readers Daniela Encheva

Design and Illustration *Quad 2*

First Steps in Designing Comics and Graphic Novels Nate Butler and José Carlos Gutiérrez

13.00 LUNCH.....Oval Foyer**14.30 OPTIONAL INTEREST GROUPS OR MEETINGS BY GEOGRAPHIC REGION****15.30 REFRESHMENTS.....Square Foyer and Oval Foyer**
BOOK DISPLAYS OPEN.....Sphere 1**16.15 OPEN ELECTIVE WORKSHOPS***Participants may attend the afternoon workshop of choice, regardless of track—seven different workshops offered.*Profit & Purpose: A Global Publisher's Action Plan for Financial Sustainability Ramon Rocha III *Square Ballroom*Bring it on! A round-table discussion on the challenges and problems editors face Yna Reyes, moderator. Panelists: Sabry Botros, Daniela Benevelli, Mauricio Zágari, Ayelen Horwitz *Cube 4*Writing Biblical Fiction Keila Ruth Ochoa Harris *Quad 3*Screenwriting 2 Simon David Hunter *Cube 1*Writing for the Web Lekan Otufodunrin *Quad 1*Build a Strong Identity for Your Magazine Maggie Gathuku *Cube 3*How to Brief an Illustrator Michael Collie *Quad 2*

17.45 INDIVIDUAL CONSULTATIONS

Optional one-on-one consultations with an experienced mentor, arranged by advance sign-up.....**Square Ballroom**

18.30 DINNER.....Oval Foyer

20.00 GENERAL SESSION.....Square Ballroom

Leading in a Time of Change Jeff Crosby, with response by Shinichi Iwamoto

WEDNESDAY, 31 OCTOBER

7.30 THE WORD MADE FRESH.....Square Ballroom

Speaker: Ramez Atallah

8.00 BREAKFAST.....Oval Foyer

9.15 GENERAL SESSION.....Square Ballroom

Telling the Story in Film: How an Editor Turned to Screenwriting and Started a Movement

10.30 REFRESHMENTS.....Square Foyer and Oval Foyer

BOOK DISPLAYS OPEN.....Sphere 1

11.15 CORE WORKSHOP TRACKS

Participants will choose a workshop track and remain in the same track each morning of the conference.

Publishing Leadership and Finance *Square Ballroom*

How to Organize, Build, and Lead your Publishing House toward Financial Sustainability in Rapidly Changing Times Jeff Crosby and Sam Richardson

Marketing and Sales *Quad 3*

How to Effectively Use Email Marketing to Reach Your Target Readers Debbie Johnson

Digital Publishing *Quad 1*

Win the Inventory Battle through POD and Short-Run Printing Hoe Fang

Editorial *Cube 4*

Beyond Words: The Editor-Author Relationship Yna Reyes

Writing Non-Fiction *Cube 3*

Write from a Biblical Worldview Miriam Adeney

Writing Fiction *Cube 1*

Keys to Plot Development Jeanette Windle

Magazine Publishing *Oval 1*

Taking Your Readership Online Jeremy Weber

Design and Illustration *Quad 2*

How to Impact Teenagers with Illustrated Books and Other Materials Jose Carlos Gutierrez

- 13.00 LUNCH**.....Oval Foyer
- 14.00 BRIEFING FOR OUTING**.....Square Ballroom
- 14.30 DEPARTURE TO SINGAPORE BOTANIC GARDENS FOR OUTING AND PICNIC, WITH GROUP PHOTO**
- 20.00 GENERAL SESSION**
LittWorld's Got Talent!

THURSDAY, 1 NOVEMBER

- 7.30 THE WORD MADE FRESH**.....Square Ballroom
Speaker: Joan Campbell
- 8.00 BREAKFAST**.....Oval Foyer
- 9.15 GENERAL SESSION**.....Square Ballroom
Redesigning Publishing: Design as a Strategy Andrew Pang
- 10.30 REFRESHMENTS**.....Square Foyer and Oval Foyer
BOOK DISPLAYS OPEN.....Sphere 1

11.15 CORE WORKSHOP TRACKS

Participants will choose a workshop track and remain in the same track each morning of the conference.

Publishing Leadership and Finance *Square Ballroom*

Understand Sales Mix to Increase Profitability Joyce Mae Tongson-Manalang

Marketing and Sales *Quad 3*

How to Launch and Maintain an Attractive and Engaging Website Sam Richardson

Digital Publishing *Quad 1*

Digital Analytics: How to Measure When the Internet Is Interested in Your Content
Jeremy Weber

Editorial *Cube 4*

Manage Yourself as an Editor Martin Manser

Writing Non-Fiction *Cube 3*

Write with Beautiful Feet: Sharing the Good News in Today's Context Ardy Roberto

Writing Fiction *Cube 1*

Fiction from Life Cindy Coloma

Magazine Publishing *Oval 1*

Lessons from a Magazine Startup Moderator, Siew Li Wong. Panelists: John Gathuku, Daniela Encheva, Soksan Chin, Gokhan Talas

Design and Illustration *Quad 2*

Designing Children's Books Michael Collie

13.00 LUNCH.....**Oval Foyer**

14.30 OPEN ELECTIVE WORKSHOPS

Participants may attend the afternoon workshop of choice, regardless of track—seven different workshops offered.

Publishing and Distribution in the Digital Age: Trends, Tools and Technologies for Leaders Barine Kirimi (Repeat) *Square Ballroom*

Publishing A to Z Tim Beals (Repeat) *Cube 3*

How to Edit Fiction Jeremy Taylor *Cube 4*

Poetry Workshop: Lines Spark Code Aaron Lee *Cube 1*

Mentoring and Coaching Young Writers Lekan Otufodunrin *Quad 2*

Publishing in a Hostile Environment Peter Calvin *Quad 3*

How to Effectively Use Email Marketing to Reach Your Target Readers Debbie Johnson (Repeat) *Quad 1*

15.30 REFRESHMENTS.....Square Foyer and Oval Foyer
BOOK DISPLAYS.....Sphere 1

16.15 OPEN ELECTIVE WORKSHOPS

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How to Organize, Build, and Lead your Publishing House toward Financial Sustainability in Rapidly Changing Times Jeff Crosby and Sam Richardson (Repeat) *Square Ballroom*

Publishing Finance 101 Joyce Mae Tongson-Manalang *Quad 2*

Best Practices in International Ebook Publishing Sean Harrison (Repeat) *Quad 3*

Diamonds in the Rough, Jewels in the Making: Attracting and Nurturing the Local Authors You Want Joy Solina (Repeat) *Cube 4*

Write with Beautiful Feet: Sharing the Good News in Today's Context Ardy Roberto (Repeat) *Cube 3*

Digital Analytics: How to Measure When the Internet Is Interested in Your Content Jeremy Weber (Repeat) *Quad 1*

Living in Rhythm for Health and Ministry Soo-Inn Tan (Repeat) *Cube 1*

17.45 INDIVIDUAL CONSULTATIONS

Optional one-on-one consultations with an experienced mentor, arranged by advance sign-up**Cube 4**

19.00 DINNER AND CELEBRATION PROGRAM.....Square Ballroom

Dinner

Music and Worship

Introduction of Guests

Testimonies and Outcomes

Presentation of Awards

Closing Thoughts

Circle of Friendship

FRIDAY, 2 NOVEMBER**7.30 THE WORD MADE FRESH.....Square Ballroom**

Speaker: Soo-Inn Tan

8.00 BREAKFAST.....Oval Foyer**8.00—10.00 TEAR-DOWN AND CLEARING OF BOOK DISPLAYS.....Sphere 1**

FAREWELL!

