



NATIONAL BOOK DEVELOPMENT BOARD
presents



Venue: QCX, Quezon Memorial Circle, Quezon City

DAY 1 (April 27, 2017)

Whole-day activity: Book fair (Lobby/Common area)

8th PHILIPPINE INTERNATIONAL LITERARY FESTIVAL PROGRAMME

8:00 am	Registration and opening of book fair	
9:00 am	<p align="center">Welcome Remarks Flor Marie Sta. Romana-Cruz</p>	
9:10 am	<p align="center">Keynote Bonifacio Ilagan</p>	
9:50 am	Break	
	Events Center	Mini Theater
10:00 – 11:30	<p>Judge the Book by Its Cover</p> <p>Description: This session will revolve around the ideal process required in conceiving an excellent book design and the real challenges faced by artists in arriving at a product that will sell for a long, long time.</p> <p>Format: Roundtable discussion with open forum</p> <p>Invited speakers: Liza Flores, Abi Goy, Bru Sim-Nada, Marcus Nada, and Yodel Pe</p>	<p>Mind Your Business: Thinking of More Ways to Sell Books</p> <p>Description: From mining backlists to highlighting bestsellers, to putting up promos and poetry readings, booksellers explore the many ways they strive and thrive in reaching readers, boosting sales, and creating a sustainable growth for their stores.</p> <p>Format: Roundtable discussion with open forum</p>

	<p>Moderator: Ruel de Vera</p> <p>Recommended audience: publishers, book designers, and graphic designers</p>	<p>Invited speakers: Jacob Cabochan, Katya Guerrero, Harris Guevarra, Feliz Perez, and Geraldine Po</p> <p>Recommended audience: publishers and booksellers</p>
11:31 am - 12:45 pm	Break	
12:46 pm	Creative performance	
	Events Center	Mini Theater
1:00 – 2:30 pm	<p>Read Between the Lives: Creating Sustainable Reading Communities</p> <p>Description: What does it take to create a sustainable reading community? Take part in this session as experts share their insights on the best and unique practices in addressing readers’ well-being.</p> <p>Format: Roundtable discussion with open forum</p> <p>Invited speakers: MJ Tumamac, Ryan Habisan Homan, and Nash Tysmans</p> <p>Moderator: Beverly Siy</p> <p>Recommended audience: book lovers, reading advocates, community leaders, publishers, and booksellers</p>	<p>Break it Down: Math and Science Simplified on Paper</p> <p>Description: Three (3) experts share how they wield the pen to break down the puzzling worlds of math and science. Join the discussion as they converse with participants on how to train more writers and teachers in effectively communicating math and science to future generations.</p> <p>Format: Roundtable discussion with open forum</p> <p>Invited speakers: Maria Isabel Garcia, Timothy James Dimacali, and Queena Lee-Chua</p> <p>Recommended audience: publishers and writers</p>
2:31 pm	Break	
2:45 – 4:15 pm	<p>Kinabookasan: Our Future in Books</p> <p>Description: What future awaits you in the book industry? Take a peek and ride the merry-go-round (in speed geeking fashion, that is) as fifteen (15) experts in the book industry share a part of their world in less than six (6) minutes each.</p> <p>(The roster of presenters includes a paper conservation consultant, a book designer, an illustrator, a rights agent, a translator, an editor, a marketing officer, a bookseller, and several publishers and writers.)</p> <p>Format: Speed demo/geeking</p> <p>Recommended audience: senior high school and college students</p>	<p>Language Matters: Chosen Tongues for the Written Word</p> <p>Description: Jump into the discussion (or debate) on traditions and trends in writing in terms of language choice, mixes, switches, etc.</p> <p>Invited speaker: Allan Popa</p> <p>Recommended audience: writers, publishers, and readers</p>
4:16 – 4:30 pm	Break	
	Events Center	
4:31 – 5:00 pm	Book Launch (Philippine Italian Association and EUNIC)	
5:00 – 6:30 pm	Awarding of Translation contest winners and Book Launch (Komisyon sa Wikang Filipino)	

DAY 2 (April 28, 2017)

Whole-day activity:

Book fair (Lobby/Common area)

8:30 am	Opening of book fair	
9:00 am	Registration	
Events Center		Mini Theater
10:00 – 11:30 am	<p>Copyright This Way</p> <p>Description: Step right out and join us on a free tour of the inner workings of copyright—from registrations to publications and everything in between.</p> <p>Format: Roundtable discussion with open forum</p> <p>Invited speakers: Alvin Buenaventura and Beverly Siy</p> <p>Recommended audience: content creators and publishers</p>	<p>Framework of Rights-Trading</p> <p>Description: Listen to an expert discuss the management and optimization of intellectual property rights owned or managed by publishers.</p> <p>Format: Lecture with open forum</p> <p>Invited speaker: Yani Kurniawan</p> <p>Moderator: F.D. Nicolas Pichay</p> <p>Recommended audience: publishers and content creators</p>
11:31 am	Break	
1:00 – 2:30 pm	<p>Share, Use, Build. Repeat: The World of Creative Commons License</p> <p>Description: In the beginning, the law said, “let there be copyright.” And there was copyright, and it was good. Or was it? Weigh in on the conversation as we unravel the wide, free world of Creative Commons license.</p> <p>Format: Lecture with open forum</p> <p>Invited speaker: Berne Guerrero</p> <p>Recommended audience: content creators and publishers</p>	<p>Contract Management (between the publisher and the author)</p> <p>Description: Get to know the parameters of rights that an author licenses to a publisher and the possible commercial exploitations that the publisher can undertake.</p> <p>Format: Lecture with open forum</p> <p>Invited speaker: Chua Hong Koon</p> <p>Moderator: F.D. Nicolas Pichay</p> <p>Recommended audience: publishers and content creators</p>
2:31 – 2:40 pm	Break	
2:41 – 4:10 pm	<p>Bite-Sized Reads and Fun-Filled Bytes</p> <p>Description: The future of online publishing and innovative gaming may just be around the corner. Listen to two (2) experts as they discuss everything from publishing serialized novels to developing interactive games for various platforms.</p> <p>Format: Panel discussion with open forum</p> <p>Invited speakers: Alyssa Urbano, Alvin Juban</p>	<p>Selling Rights</p> <p>Description: Join the conversation as we focus on sale and purchase of primary and subsidiary rights in the book industry (paperback rights, low-price reprint rights, serial rights, condensation rights, translation rights, etc.)</p> <p>Format: Lecture with open forum</p> <p>Invited speaker: Nermin Mollaoglu</p> <p>Moderator: F.D. Nicolas Pichay</p> <p>Recommended audience: publishers</p>

	Recommended audience: writers, publishers, book and game lovers	
4:11– 4:30 pm	Break	
Events Center		
4:31-5:30 pm	Business matching session	
5:40 pm	Closing Remarks Jerry G. Tizon	
5:50 pm	Creative performance	