

SBPA Internship Programme (22 May - 28 July 2017)
Calendar of Seminars (as of 19 May 2017)

Date	Timing	Session	Speaker
Monday 22 May Infocomm Media Development Authority Training Room (Level 1) Pixel Studios 10 Central Exchange Green Singapore 138649	0930hrs 0930-0940 0940-1000 1000-1020 1020-1040 1040-1100 1100-1200 1200hrs	Welcome and Registration Opening Remarks by Mr Peter Schoppert, SBPA President Introduction to the world of publishing Coffee Break Introduction to SBPA and its corporate mission Administrative Briefing Lunch Break Session ends	Peter Schoppert, Managing Director, NUS Press Patrick Chan, Executive Director, SBPA Secretariat Ulric Sin, Manager, SBPA Secretariat
Friday 26 May IMDA Training Room (Level 1) Pixel Studios 10 Central Exchange Green Singapore 138649	1400hrs 1400-1430 1430-1500 1500-1510 1510-1540 1540-1610 1610hrs	Introduction to Publishing Module 1 - Education and Children's Books Session begins Introduction to Educational Publishing Classroom Discussion/Activity Coffee Break Introduction to Children's Book Publishing (TBA) Classroom Discussion/Activity Session Ends	Peh Shing Woei, CEO, Shing Lee Publishers Speaker TBA
Friday 2 June IMDA Training Room (Level 1) Pixel Studios 10 Central Exchange Green Singapore 138649	1400hrs 1400-1500 1500-1530 1530-1540 1540-1630 1630-1700 1700hrs	Marketing Module 1 Session Begins Introduction to Marketing Classroom Discussion/Activity Break Social Media Marketing, SEO, SEM, Analytics for Book Publishers Questions-and-Answers Session on Social Media Marketing Session Ends	Patrick Chan Eugene Sim, Business Development Director, Conversion Hub
Friday 9 June IMDA Training Room (Level 1) Pixel Studios 10 Central Exchange Green Singapore 138649	1400hrs 1400-1500 1500-1510 1510-1630 1630hrs	Introduction to Publishing Module 2 - Digital Publishing Session Begins Books, E-books, Apps and Websites: Re-thinking the e-book in the digital age Coffee Break Classroom Discussion/Activity Session Ends	Wendy Wong, Studio Manager/Creative Director, Tusitala Wendy Wong, Tusitala
Friday 16 June IMDA Training Room (Level 1) Pixel Studios 10 Central Exchange Green Singapore 138649	1400hrs 1400-1500 1500-1510 1510-1630 1630hrs	Editorial Module 1 Session Begins Introduction to the editorial process Coffee Break Classroom Discussion/Activity Session Ends	Mindy Pang, Marketing Manager, General and Reference Publishing, Marshall Cavendish International (Asia)
Friday 23 June IMDA Training Room (Level 1) Pixel Studios 10 Central Exchange Green Singapore 138649	1400hrs 1400-1430 1430-1440 1440-1510 1510-1630 1630hrs	Copyright Module 1 Session Begins Introduction to Copyright and its relevance in the publishing industry Coffee Break International Rights, and the buying and selling of rights Classroom Discussion/Activity Session Ends	Triena Ong Triena Ong
Friday 30 June IMDA Training Room (Level 1) Pixel Studios 10 Central Exchange Green Singapore 138649	1400hrs 1400-1430 1430-1500 1500-1510 1510hrs	Design Module 1 Session Begins Talk on Book Cover Design Classroom Discussion/Activity Coffee Break Session Ends	Edmund Wee, CEO of Epigram Books

<p>Friday 7 July BooksActually 9 Yong Siak Street Tiong Bahru Singapore 168645</p> <p>Kinokuniya 391 Orchard Road #04-20/20B/20C Ngee Ann City Takashimaya Shopping Centre Singapore 238872</p>	<p>1400hrs 1400-1500</p> <p>1500-1530 1530-1630</p> <p>1630hrs</p>	<p>Retail Module 1 Arrive at BooksActually Introduction to BooksActually and Book Retail</p> <p>Leave for Books Kinokuniya Singapore Introduction to Books Kinokuniya Main Store</p> <p>Session Ends</p>	<p>Kenny Leck, Owner, BooksActually</p> <p>Chua Gek Huay, Division Manager (Corporate Relations Division), Books Kinokuniya Singapore</p>
<p>Friday 14 July Keppel Logistics 27 Greenwich Drive Singapore 533912</p> <p>KHL Printers 57 Loyang Drive Singapore 508968</p>	<p>1000-1015 1015-1100</p> <p>1100-1130 1130-1230 1230-1400 1400-1600</p>	<p>Production Module 1 Arrive at Keppel Logistics Tour of Keppel Logistics</p> <p>Travel to KHL Printers Lunch Briefing on Printing Process Tour of KHL Printers</p>	<p>Drusilla Chew and Helen Ng, Keppel Logistics</p> <p>Mr Cheah of KHL Printers</p>
<p>Friday 21 July SBPA Secretariat Blk 1003 Bukit Merah Central, #03-05 Singapore 159836</p> <p>ISEAS Publishing ISEAS-Yusof Ishak Institute 30 Heng Mui Keng Terrace Singapore 119614</p>	<p>1400hrs 1400-1500</p> <p>1500-1530 1530-1630 1630hrs</p>	<p>Introduction to Publishing Module 3 - Academic Publishing Arrive at SBPA Secretariat Office Introduction to Global Academic Publishing</p> <p>Leave for SBPA Secretariat for ISEAS Publishing Introduction to ISEAS Publishing and Local Academic Publishing Session Ends</p>	<p>Paul Evans, Managing Director, SAGE Publications Asia Pacific (tbc)</p> <p>Ng Kok Kiong, Head, ISEAS Publishing</p>
<p>Friday 28 July IMDA Training Room (Level 1) Pixel Studios 10 Central Exchange Green Singapore 138649</p>	<p>0930-1000 1000-1100</p> <p>1110-1120 1120-1130 1130-1300</p>	<p>Arrive at IMDA Moderated Q-and-A session with Representatives from Library Association of Singapore, IMDA, NAC (TBC)</p> <p>Moderator: Patrick Chan</p> <p>Closing Remarks by Mr Peter Schoppert, SBPA President Presentation of Certificates to Interns Farewell Lunch</p>	<p>Library Association of Singapore Representative (TBC) Cecilia Yip, Assistant Director (Human Capital Development), IMDA Lo Hwei Shan, Senior Manager (Sector Development, Literary Arts/Singapore Writers' Festival), NAC</p> <p>Peter Schoppert Peter Schoppert</p>