



Republic of the Philippines
Department of Education

12 NOV 2014

DepEd MEMORANDUM
No. **130**, s. 2014

**FIFTH PHILIPPINE INTERNATIONAL LITERARY FESTIVAL
AND BOOK INDUSTRY SUMMIT**

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services, Centers and Heads of Units
Regional Directors
Schools Division Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. In celebration of the Philippine Book Development Month in November, the National Book Development Board (NBDB) will conduct the **Fifth Philippine International Literary Festival and Book Industry Summit (PILF-BIS)** from November 12 to 14, 2014 at the *Bayanihan* Center, Pioneer Street, Pasig City. This event is a culmination of NBDB's efforts to develop stakeholder competition in the ASEAN and global markets.
2. The Summit aims to encourage original content creation and protection of creators' rights, observing sound and fair business practices, improving access to and distribution of books, and increasing readership.
3. To support this activity, the Department of Education encourages the participation of all public and private educational institutions.
4. Enclosed is the Program of Activities.
5. Participation of pupils/students and teachers from both public and private schools is *free* upon presentation of valid IDs.
6. Travel expenses of the participants from public schools shall be charged to Maintenance and Other Operating Expenses (MOOE) budget, subject to the usual accounting and auditing rules and regulations.
7. For more information, interested participants may contact **Ms. Camille Martinez** at telephone no.: (02) 570-6198 or send a message through email address: cncmartinez@nbdb.gov.ph.
8. Immediate dissemination of this Memorandum is desired.

ATTY. ALBERTO T. MUYOT
Undersecretary
Officer-in-Charge

Encl.:

As stated

Reference:

DepEd Memorandum: No. 58, s. 2013

To be indicated in the Perpetual Index
under the following subjects:

CELEBRATIONS AND FESTIVALS
CONVENTION
STUDENTS
TEACHERS

Madel: PIL BIS

0748-November 5, 2014/11-12-14

(Enclosure to DepEd Memorandum No. 130, s. 2014)

**5th Philippine International Literary Festival and Book Industry Summit
THE PRESSING ISSUE: SUSTAINABLE PUBLISHING AMID ASEAN INTEGRATION**

DAY 1, NOVEMBER 12 (WEDNESDAY)

Time			
8:00	Registration		
9:00	OPENING CEREMONY Flag ceremony Creative performance		
9:20	Welcome remarks		
9:30	Keynote "The Sustainability of Sustainability"		
9:45	Break		
10:00	Plenary The Book Publishing Industry: Status and Directions Reactors: Representatives from Industry		
12:00	Break		
1:00	Sustainable business practices	Finding wealth in content, licensing, and multimedia platforms	The Future of the Publishing Industry
2:00	Traditional and alternative publishing models	Error-free publishing and quality control	Book distribution models that work
3:00	Break		
3:30	Investing in Marketing for Books	The role of academic presses	Lightening the carbon footprint
4:30	The Book business: beyond the bottomline	Opportunities in the ASEAN and Global Markets	What's new in e-publishing?
5:30	Stakeholders' Reception and Lit Performance		

DAY 2, NOVEMBER 13 (THURSDAY)

Time			
8:00	Registration		
9:00	Morning Sessions: Plenary		
9:00	Welcome remarks / Recap of Day 1		
9:10	Keynote "Creative content and respecting creators' rights"		
9:30	Break		
10:00	The writers' career: making a living	Authors in the publishing value chain	FILCOLS' General Assembly
11:00	The writers' career: marketing and branding	Title Acquisition, rights selling, contracts	
12:00	Break		
1:00	Translating Filipino works for the international market	Contracts counseling	The editing process
2:00	Introduction to genre writing		The rise of comics and graphic literature
3:00	Break		
3:30	Who needs grants and awards?	Literature as Advocacy	BOOK DESIGN WORKSHOP
4:30	Business Matching Session: Authors, literary agents, publishers, booksellers		
6:00	Poetry Slam		

DAY 3 in partnership with FILIPINO READERCON, NOVEMBER 14 (FRIDAY)

8:00 - 8:45	Registration	
8:45 - 9:00	Preliminaries	
9 - 9:30	Plenary: The Power of Readers	
9:35 - 10:35	From Reader to Writer: Crossing Over from Consumer to Content Creator	Reading Programs that Work
10:35 - 10:50	Break/Networking	
10:55 - 12:00	#WeNeedDiverseBooks: What makes a diverse Filipino Reader?	Yes, the author is alive: Livening up your curriculum with contemporary Filipino works
12:00 - 1:30	Book launch/Lunch	
1:30 - 2:30	Authors as Readers	Authors as Readers
2:30 - 3:30	Fan Fiction: Why we write it, why we read it	Non-required reading: the rise of the book clubs
3:30 - 4:00	Break/Networking	
4:00 - 5:00	Performance and Bookstore Launch (for confirmation)	
5:00 - 6:00	Filipino Readers Choice Awards Ceremony	

Day 4 in partnership with Komikon / Filipino ReaderCon / PBBY

1:00	ReaderCon topic 1		Kabanata
2:15	ReaderCon topic 2	ReaderCon topic 3	Workshop
3:30	ReaderCon topic 4	ReaderCon topic 5	

**Schedules are tentative*