



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](mailto:cncmartinez@nbdb.gov.ph).
8. Immediate dissemination of this Memorandum is desired.

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

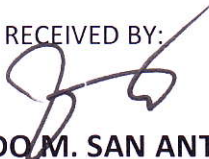
Fifth Philippine International Literary Festival and Book Industry Summit

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**ACKNOWLEDGMENT RECEIPT**

RECEIVED BY:



**DIOSDADO M. SAN ANTONIO**

Director IV

\_\_\_\_\_  
Schools Division Superintendent  
Division of: \_\_\_\_\_

\_\_\_\_\_  
District Supervisor  
District of: \_\_\_\_\_

**RECEIVED AND DISSEMINATED BY:**

\_\_\_\_\_  
School Principal

\_\_\_\_\_  
Name of School

District: \_\_\_\_\_

Division of: \_\_\_\_\_

Information and Communication Technology Office

Received: Joseph  
11-13-14  
4206

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

**5<sup>th</sup> 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<br>Flag ceremony<br>Creative performance   |  |                                       |
| 9:20  | Welcome remarks   |  |                                       |
| 9:30  | Keynote<br>"The Sustainability of Sustainability"   |  |                                       |
| 9:45  | Break   |  |                                       |
| 10:00 | Plenary<br>The Book Publishing Industry: Status and Directions<br>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<br>"Creative content and respecting creators' rights"                |   |  |
| 9:30  | Break  |   |  |
| 10:00 | The writers' career:<br>making a living                                      | Authors in the publishing<br>value chain        | FILCOLS' General<br>Assembly                 |
| 11:00 | The writers' career:<br>marketing and branding                               | Title Acquisition, rights<br>selling, contracts |  |
| 12:00 | Break  |   |  |
| 1:00  | Translating Filipino<br>works for the<br>international market                | Contracts counseling                            | The editing process                          |
| 2:00  | Introduction to genre<br>writing   |   | The rise of comics and<br>graphic literature |
| 3:00  | Break  |   |  |
| 3:30  | Who needs grants and<br>awards?  | Literature as Advocacy                          | BOOK DESIGN<br>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<br>Over from Consumer to Content<br>Creator | Reading Programs that Work   |
| 10:35 - 10:50 | Break/Networking  |  |
| 10:55 - 12:00 | #WeNeedDiverseBooks: What<br>makes a diverse Filipino Reader?               | Yes, the author is alive: Livening up<br>your curriculum with<br>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<br>we read it                             | Non-required reading: the rise of<br>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*