The Budding Writers Project Journey

Creative Writing Camps

Usually held during the school holidays, our creative writing camps train students to think out of the box so that they can write and draw better. Through group work and the sharing of ideas, students are encouraged to be creative thinkers who are better able to express themselves while participating in the Budding Writers Project.

Behind the Scene — The Publishing Process

The winners of the Budding Writers Project will have a chance to get a taste of being an author. They are led through the complete publishing process that includes editing, design, printing, sales and marketing. With this opportunity, the young authors get to discover the joy as well as hard work involved in publishing their own books.

Editing and Designing

The budding writers work hard with the editorial team to go through their stories. The activities include checking for grammatical errors as well as culturally sensitive content!

Converting Our Books Into Digital Books

With the trend towards digital publishing, there has been an increased demand for electronic books (e-books) and applications, or apps. In 2009, the Budding Writers Project winning books were converted into e-books for computers and apps for the Apple iPhone.

Printing

The budding writers visit Times Printers to know more about the printing process and witness the printing of their books.

Behind the Scene | The Publishing Process

So, let your imagination run wild and be a budding writer today!

For more information, please visit:
Website: http://www.marshallcavendish.com/buddingwriters
Facebook: http://www.facebook.com/buddingwritersproject

About Marshall Cavendish Education

At Marshall Cavendish, we are committed to deliver high quality educational solutions that meet the needs of teachers and learners. We understand that education is shaped by and continuously evolves in response to a dynamic world. We aim to develop educational solutions customised and adapted to suit a variety of contexts and environments for teaching and learning.

For over 40 years, we have taken a holistic approach towards helping learners to excel academically and teachers to teach more effectively.

For more information, please visit www.marshallcavendish.com/education.

Marshall Cavendish Education is a member of Marshall Cavendish Publishing Group.

Sales and Marketing

A good book will not only rely on its captivating content to have a good sales record. Sales and marketing strategies must be implemented to build awareness in the consumers.

Media Interview

Over the years, the Budding Writers Project has captured the attention of the media in Singapore due to the uniqueness of this competition. Our young authors have the opportunity to be interviewed by reporters and experience the feeling of being a star!

Interviews with the various media to inform the public about the inspiration behind their stories and sharing what they have learnt.

Awards Ceremony and Book Launch

The winners and finalists of the Budding Writers Project will be recognised at our awards ceremony. The winning books will also be launched at the ceremony by our Guest-of-Honour!

Book Autographing and Meeting their Fans

Just like real authors, the winners of the Budding Writers Project will get to meet their readers through a book-signing session!

A fruitful and special evening spent interacting with their readers and autographing their books.

Behind the Scene | The Publishing Process

A moment of pride for our winners — seeing the completed product of their efforts!

Understanding more about the digitalisation process of their books and recording their voices for the digital books.

A good book will not only rely on its captivating content to have a good sales record. Sales and marketing strategies must be implemented to build awareness in the consumers.

Discovering the unique selling points of their books and using their creativity to illustrate them in the marketing collateral.

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