

Official Conferences and Seminars

CCBF is well-known for its numerous professional seminars covering a wide array of topics and formats such as panels on business practices, reading promotion, and creative workshops with children's book masters. Speakers include experts on publishing, digital marketing, social media, and content creation. These events aspire to promote communication and cooperation between professionals and share the latest children's literature industry trends with all attendees.

In a period marred by change and uncertainties, knowledge exchange is more important than ever. This year's programme blends presential events with digital elements, which will ensure that voices from all over the world can be heard in Shanghai during CCBF.

Like every year, the 2020 CCBF Conference Programme will bring a compelling mix of academic expertise, business know-how and innovative thinking through engaging seminars aiming to provide a comprehensive understanding of children's publishing. Our ten carefully curated seminars will give voice to high-level industry professionals, including **Lori Benton** (Scholastic USA), **Suzanne Carnell** (Two Hoots/Macmillan), **Hazel Kenyon** (Nielsen) or Yang Lei (Open Books). The academia will be represented by Giorgia Grilli (University of Bologna), Zhu Ziqiang (Ocean University of China) and Grazia Gotti (Accademia Drosselmeier), among others.

Internationally-recognised writers and illustrators are also invited to star in this feast of knowledge—**Shaun Tan** (Greenaway Medal 2020), **Albertine** (2020 Hans Christian Andersen Award winner for illustration), **Cao Wenxuan** (2016 Hans Christian Andersen Award winner for writing), and **Katherine Paterson** (winner of the Hans Christian Andersen Award, the ALMA and two Newbery Medals) are among the many participants invited to take part in the conference.

- The names are listed in alphabetical order.
- Simultaneous interpretation in Chinese and English.
- International speakers will be connected to the venue through online channels.
- The Official Conference Programme is open to all Professional Visitors provided with a **Programme Pass**, and Exhibitors/VIPs/Media Passes grant free access too.
- The Organiser reserves the right to change the meeting time, theme and guests. The final arrangement is subject to change without notice.

13 November 2020 Official Conference Room (Copyright Zone)	
9:30–11:00	Tackling Tough Topics—How Books Help Children Understand Difficult Subjects
11:15–12:00	Award Winners' Series: Creative Talk with Shaun Tan
12:45–13:50	Global Children's Publishing Market Analysis: 2020 Trends and Data
14:00–14:45	Award Winners' Series: Creative Talk with Albertine
15:00–17:00	Children's Plus: First Books, First Looks—Entering the World through Toddlers' Books

14 November 2020 Official Conference Room (Copyright Zone)	
9:30–10:15	Award Winners' Series: Creative Talk with Cao Wenxuan
10:30–12:00	Looking Towards the Future of China's Children's Book Publishing: New Streams, New Strategies, New Trends
13:00–15:00	Publishing in Times of Pandemic—Changes and Developments in the Children's Book Industry
15:15–17:00	Smart and Beautiful—The Great Renewal of Non-Fiction in Children's Books
15 November 2020 Official Conference Room (Copyright Zone)	
10:00–12:00	In Tribute to Gianni Rodari (1920-1980): Reading Matters—Discussing the Role and Influence of Children's Books in the Classroom