



Editors Transform Les réviseurs transforment

Editors 21: Editors Transform/ Réviseurs 21 : les réviseurs transforment

Saturday, Jun 12

09:50 AM - 04:00 PM

Conference Welcome

Welcome to the 2021 Editors Canada Conference!

Saturday, Jun 12

10:00 AM - 11:00 AM

Grow Your Editing Business with Fictionary StoryCoach for Structural Editing

Career builder / Développement de carrière

Technology, techniques, and tools / Technologie...

Kristina Stanley
CEO, Fictionary

With the explosion of self-publishing, there is an increased demand for talented fiction editors. Specifically, “story editors” - structural editors for long-form fiction. StoryCoach is online productivity software for performing comprehensive story edits. You’ll give your client an objective, in-depth story edit along with editorial analysis paired with visual insights and statistics that takes your editing to the next level. Together, Fictionary StoryCoach and story editors are revolutionizing traditional structural editing by combining a high-tech editing tool with personal story editing services to deliver better edits in less time. When editors use StoryCoach software, clients gush at their level of ...

Saturday, Jun 12

10:00 AM - 11:00 AM

Doing It All: The Ups and Downs of Being a Multipotentialite Editor

Captioning available / Sous-titrage disponible

Career builder / Développement de carrière

Editing and society / Révision et société

Technology, techniques, and tools / Technologie...

Emily Stewart
Shelf Potential

A multipotentialite is someone with diverse interests and creative pursuits. While freelance editors sometimes refer to editing as a specialization to justify our hours and rates, running a business requires a wide range of skills that makes many editors a suitable fit for the multipotentialite label. This session explores how embracing multipotentiality can help editors build relationships, gain clients, and develop adaptable business plans while also addressing the challenges of having and pursuing multiple interests.

Saturday, Jun 12

10:00 AM - 11:00 AM

Puzzle Editing

Captioning available / Sous-titrage disponible

Technology, techniques, and tools / Technologie...

Sara Goodchild (she/her)

What makes a puzzle fun to solve? How can you tell if a puzzle is too hard? How can you use your sentence-parsing skills to dissect a cryptic clue? What is "crosswordese," anyway? In this session, we will examine examples of successful and problematic puzzles (crosswords and other types) to explore how principles that guide the editing of standard text also hold true in editing puzzles: know your audience; understand and apply style and other conventions of your form; watch for issues of bias and inclusivity.

Saturday, Jun 12

10:00 AM - 11:00 AM

Traduction automatique et postédition

Technology, techniques, and tools / Technologie...

Émile Arsenault, trad. a.

Gestionnaire, Services linguistiques, RWS (SDL)

Etienne Morrissette, trad. a.

Gestionnaire, Services linguistiques, RWS (SDL)

Le domaine de la traduction a connu une révolution technologique ces dernières années avec l'avènement des réseaux neuronaux et la création de moteurs de traduction automatique très performants. La postédition, qui consiste à remanier le contenu suggéré par un moteur pour produire une bonne traduction, est maintenant une norme et une pratique courante. Mais qu'en est-il du langagier qui doit confirmer l'exactitude de la traduction? Une certaine connaissance de la technologie de traduction automatique neuronale permet de repérer rapidement certains types d'erreurs que pourraient laisser passer les traducteurs, comme des omissions, des faux sens et des incohérences terminologiques.

Saturday, Jun 12

11:00 AM - 11:15 AM

Break / Pause

Thank you to our Gold sponsor Scribendi for sponsoring this coffee break! Be sure to check out their virtual booth in our Vendor Fair.--- Merci à notre commanditaire Or Scribendi d'avoir commandité cette pause-café! Visitez leur kiosque virtuel dans la Foire aux marchands.

Saturday, Jun 12

11:15 AM - 12:15 PM

Adventures in Editing Self-Published Authors: Do You Dare?

Captioning available / Sous-titrage disponible

Career builder / Développement de carrière

Technology, techniques, and tools / Technologie...

Genevieve Clovis (she/her)

Novel Editor and Writing Coach, Clovis Editorial

Lynne Melcombe

Sue Archer (she/her)

Co-Chair, Editors Canada Career Builder Committee

Tanya Gold (she/they)

Book Editor | Writing Coach | Translator | Literary Omnivore

Self-publishing is the preferred path for many writers, and the demand is out there for editors who can successfully collaborate with independent authors. But are you one of them? In this session, a panel of editors who have worked with self-publishing clients will walk you through their adventures – both the highs and the lows – to help you discover if you have what it takes to pursue this market. They'll also guide you toward the skills and tools that can help you thrive along the way.

Saturday, Jun 12

11:15 AM - 12:15 PM

Editing for Change: Editing Canada's Changing Climate Report

Captioning available / Sous-titrage disponible

Editing and society / Révision et société

Carolyn Brown

Freelancer and consultant, Science Communications | Publishing Consulting

Canada's Changing Climate Report (2019, available at <https://changingclimate.ca/CCCR2019/>) changed the public discourse on climate from the day it was released. Working as an editor on this report allowed me to add value, while working on a project close to my own values. This session will give participants an inside look at working on this ground-breaking report. But it will also provide a "case study" as a launching point to discuss editors' approach to projects and to their career. How can editors align their jobs and assignments with what's important to them? How can editors contribute to progressive causes such as ...

Saturday, Jun 12

11:15 AM - 12:15 PM

MS Word Essentials—Don't Start Work without These

Captioning available / Sous-titrage disponible

Technology, techniques, and tools / Technologie...

Adrienne Montgomerie

Everyone loves to hate MS Word, but its key features are an enormous boost to editing. You'll leave this session ready for work, with the most critical MS Word skills for editors at the ready. If you've used these features, you'll learn more: Tracking changes, leaving comments guaranteed not to make it into print, using Find & Replace in ways you never imagined, understanding the uses and intricacies of Styles, customizing spellcheck, and rescuing files from common and major snafus.

Saturday, Jun 12

11:15 AM - 12:15 PM

Freelance Like a Boss: Act Like a Business, Not an Employee

Captioning available / Sous-titrage disponible

Career builder / Développement de carrière

Amy J. Schneider

Owner, Featherschneider Editorial Services

Erin Brenner (she/her)

Owner, Right Touch Editing

Laura Poole

Founder and Senior Editor, Archer Editorial Services

Lori Paximadis

owner / senior editor, Pax Studio LLC

Does it seem like your clients hold all the cards? Like you have no control over your fees, your scope of work, your schedule? Not so! When you are doing business as an editorial freelancer, YOU are the boss—with all of the corresponding rights AND responsibilities. In this panel presentation by four experienced editors, you'll learn to adjust your mindset, set appropriate boundaries, and put yourself in the executive's chair.

Saturday, Jun 12

12:15 PM - 12:30 PM

Break / Pause

Saturday, Jun 12

12:30 PM - 01:30 PM

How to Tell Intractable Stories

Captioning available / Sous-titrage disponible

Editing and society / Révision et société

Erica Machulak

Founder, Hikma Strategies

In the era of "fake news," it is critical that research be translated and published as widely and accurately as possible. Among many journalists, however, academics are notorious for their caveats, sub-clauses, and unwillingness to tell a good story. The events of 2020 have motivated many academics to engage with the public, and editors can play a vital role in helping them do so. This session will offer tips and strategies to help editors across Canada and beyond draw out compelling, evidence-based narratives. Editors are uniquely positioned to help academics distil years of research into accessible, reliable narratives. In this ...

Saturday, Jun 12

12:30 PM - 01:30 PM

Understanding and Using Google Docs

Captioning available / Sous-titrage disponible

Technology, techniques, and tools / Technologie...

Karin Horler (she/her)
KPH Editorial

Mike Pope
Technical editor, Google

Professional editors today increasingly need to understand Google Docs web-based word processing. How does it compare to Microsoft Word? What features are most useful to editors, and how do you handle the workflow with clients or colleagues? In this session, you'll learn tips for working effectively in Google Docs, the pros and cons of converting files to Word, and how to automate tasks in Google Docs with built-in features and third-party apps.

Saturday, Jun 12

12:30 PM - 01:30 PM

Guiding the Self-Publishing Author to a Finished Book

Captioning available / Sous-titrage disponible

Career builder / Développement de carrière

Dick Margulis
Owner, Dick Margulis Creative Services

As editing opportunities shrink in traditional publishing, they continue to expand rapidly in self-publishing. While independent publishing was once a fringe movement, it is now an established and accepted part of the publishing industry. In this session, you will learn how to help your independent author-publisher clients produce the high-quality books they want. Learn how you can work with and guide independent authors in a way that is fair to them and worthwhile for you. The session will be an overview of the independent publishing process, including ethical, financial, and practical considerations. Figure out where you can fit into the process ...

Saturday, Jun 12

12:30 PM - 01:30 PM

Balancing Cultural Sensitivity with Craft

Captioning available / Sous-titrage disponible

Language and diversity / Langage et diversité

Sangeeta Mehta (she/her)
Founder/Principal, Mehta Book Editing

As more writers are turning to sensitivity readers to spot stereotypes and inaccuracies, more editors are offering this editorial service. But while it's important to be inclusive, it's also essential to take craft into consideration. This talk, which will focus on fiction, will cover the pros and cons of encouraging novelists to come up with a diverse cast of characters and the criteria they should keep in mind when depicting these characters. It will also explore how and when craft issues such as plot and point of view should take precedence over sensitivity issues, or vice versa.

Saturday, Jun 12

01:30 PM - 01:45 PM

Break / Pause

Thank you to our Gold sponsor Queen's University Professional Studies for sponsoring this coffee break! Be sure to check out their virtual booth in our Vendor Fair.— Merci à notre commanditaire Or Queen's University Professional Studies d'avoir commandité cette pause-café! Visitez leur kiosque virtuel dans la Foire aux marchands.

Saturday, Jun 12

01:45 PM - 02:45 PM

Trouver des clients... et les garder!

Career builder / Développement de carrière

Marie-Élaine Gadbois

Révisseuse agréée et rédactrice, Oculus révision · rédaction

Que doit faire un ou une pigiste pour obtenir des contrats? Où trouver de nouveaux clients? Quelles sont les démarches qui donnent le plus de résultats? Cet atelier propose un tour d'horizon des moyens pour se faire connaître et offrir ses services de façon efficace. L'atelier vise également à explorer les meilleures pratiques pour attirer des clients et fidéliser sa clientèle.

Saturday, Jun 12

01:45 PM - 02:45 PM

Trauma-Informed Editing

Captioning available / Sous-titrage disponible

Editing and society / Révision et société

Iva Cheung (she/her)

Trauma-informed practice began in mental health care as a way to acknowledge the role that trauma can play in a person's decisions, reactions, and life course. The goal of trauma-informed practice is to create a safe environment that (a) avoids retraumatizing people and (b) removes barriers that people who have experienced trauma might encounter. In this session, you'll learn how editors can apply the principles of trauma-informed practice—both when working with authors writing about personal trauma and when crafting communications for audiences who may have experienced trauma.

Saturday, Jun 12

01:45 PM - 02:45 PM

Excel Tips for Editors

Captioning available / Sous-titrage disponible

Technology, techniques, and tools / Technologie...

Maya Berger (she/her)

What I Mean To Say

When a client approaches you about a new editing job, wouldn't it be great if you had a tool to help you: • quote a fair rate and accurate timeframe for the project; • track whether you get paid on time; • compare your estimated hourly rate and editing speed with your actual rate and speed; and • analyze how valuable this client is for your business? Wouldn't it be greater if this tool was already on your computer, included in your Microsoft Office suite? And wouldn't it be even greater if this tool didn't intimidate and baffle you? Whether ...

Saturday, Jun 12

01:45 PM - 02:45 PM

Preparing for the Editors Canada Certification Exams

Career builder / Développement de carrière

Berna Ozunal

Certified Professional Editor, Medical Council of Canada

Jess Shulman

Certified Professional Editor (CPE), Jess Shulman Editorial

Learn everything you ever wanted to know about the Editors Canada certification exams from two certified professional editors of the Editors Canada Certification Steering Committee, who will provide valuable tips on how to prepare for the exams. You'll also have the chance to test your mettle with sample questions and discuss your answers with other editors.

Saturday, Jun 12

02:45 PM - 03:00 PM

Break / Pause

Saturday, Jun 12

03:00 PM - 04:00 PM

Keynote session / Discours thème: Joshua Whitehead

Captioning available / Sous-titrage disponible

Keynote speakers / Orateurs invités

Joshua Whitehead (he/him)

I have long read the body of a writer as inherently and inextricably tied to the body of text produced, in which, too, bodies of land and water upon which we write from and upon are tied into this web of relations. I'm asking: Can a body of text be consumed like a body? What are the ethics of and for writing, reading, and producing as or from BIPOC and/or queer writers? And how do we as writers and academics ethically and moralistically engage with our stories and the world beyond the page if we are continually recording and archiving ...

Saturday, Jun 12

04:00 PM - 04:15 PM

Break / Pause

Saturday, Jun 12

04:15 PM - 05:15 PM

A Little Help from My Friends: How to Create a Peer Mastermind

Captioning available / Sous-titrage disponible

Career builder / Développement de carrière

Suzanne Bowness

Principal/Writer/Editor, CodeWord Communications

Could you use a crew, a posse or a squad in your professional life? For freelancers and even in-house editors, assembling a handful of same-level professional peers for semi-formal check-ins can help to answer questions, bounce ideas and share professional goals. In the process, you increase confidence in navigating everything from career decisions to the right punctuation mark. In this seminar, I share best practices from my experience creating a mastermind group, as well as the benefits that this group brings.

Saturday, Jun 12

04:15 PM - 05:15 PM

A Hidden Gender? Language, Gender, and Pronouns

Language and diversity / Langage et diversité

James Harbeck

Genders and pronouns have become a hot topic, and some of us think it's long overdue. Others, however, believe that a strict, tidy "he" and "she" system—with "he" as the default—is the original and still the best. The "traditionalist" arguments run along five lines: "That's the way languages are"; "That's the way English has always been"; "It was fine up until recently"; "That's the way reality is"; and "It would be a free-for-all otherwise." With the aid of extensive historical research and established facts, James Harbeck looks at each of these arguments and shows why they don't hold up—and what ...

Saturday, Jun 12

04:15 PM - 05:15 PM

The Editors' Library: Essential Tools for Bookshelf and Browser

Technology, techniques, and tools / Technologie...

Mark Allen

Editor, Mark Allen Editorial

A survey of what should be on an editor's bookshelf and computer (or phone), with practical information about how to use the resources you may already have. Many sources will be discussed and links galore will be shared.

Saturday, Jun 12

04:15 PM - 05:15 PM

Creating a Scope of Work for Editing Projects

Captioning available / Sous-titrage disponible

Career builder / Développement de carrière

Leslie Saffrey

Aptitude Editorial Services

A scope of work helps manage expectations, educate clients who are new to the editing process, and ensure the project stays on schedule and on budget. In this workshop we'll look at real-life scenarios to learn about breaking down editing and proofreading into tasks (using the Editors Canada Professional Editorial Standards), defining tasks for clients, presenting a detailed scope of work in a project proposal, and avoiding the dreaded scope creep as a project progresses.

Sunday, Jun 13

10:00 AM - 11:00 AM

Numbers in Formation: Reader-Friendly Organization of Numerical Data into Tables

Captioning available / Sous-titrage disponible

Technology, techniques, and tools / Technologie...

Yateendra Joshi

Generating first-hand data from experiments or from surveys is at the heart of research. Having put in so much effort to get those data in the first place, some authors are reluctant to let go of even a scrap of data and some simply present the numbers – offload them, really – as collected. Editors, however, may need to trim some data or organize the numbers differently to help readers to get a quick overview of the table and to understand the implications of the data. The proposed session answers the following and other similar questions that mid-career editors often ...

Sunday, Jun 13

10:00 AM - 11:00 AM

Inclusive Language as a Tool of Transformation

Captioning available / Sous-titrage disponible

Language and diversity / Langage et diversité

S. Kate Moore (elle/she)

CEO, Vital Shift Consulting

Unconscious bias, historic patterns and the societal soup that we're all stewing in often lead us into language that is unintentionally exclusionary and/or discriminatory. Yet editors can transform! This session will explore how you can intentionally use inclusive language as a powerful tool to ensure that individuals and groups of all identities are included and valued.

Sunday, Jun 13

10:00 AM - 11:00 AM

Editing Poetry

Captioning available / Sous-titrage disponible

Technology, techniques, and tools / Technologie...

Carolina VonKampen

Freelance Book Editor

Cynthia Williams

Manager, Business and Technical Editing Team, Dragonfly Editorial

Sarah Liu

Editor | Owner, Three Fates Editing

Tanya Gold (she/they)

Book Editor | Writing Coach | Translator | Literary Omnivore

Want to expand your services to include poetry editing? Three poetry editors and a poet/editor will talk about their approaches to editing poetry. They'll discuss the complexities of editing the form, including project intake, developmental editing, consistency and rule breaking, and form and visual design. In this session, you'll learn how you can apply your existing editing skills to poetry.

Sunday, Jun 13

10:00 AM - 11:00 AM

Retreats: Build Your Career with a Getaway

Captioning available / Sous-titrage disponible

Career builder / Développement de carrière

Laura Poole

Founder and Senior Editor, Archer Editorial Services

Give yourself the time needed to advance your career or business without stressing about client deadlines. A business retreat or professional getaway might be just what you need to move forward. This presentation will discuss the benefits, logistics, suggested activities, and options for business and career retreats to fit any schedule. Group, solo, virtual, and mini-retreats—there will be something for everyone. Find out how you can take charge of your career, grow your business, and succeed by taking strategic time away from the daily grind.

Sunday, Jun 13

11:00 AM - 11:15 AM

Break / Pause

Sunday, Jun 13

11:15 AM - 12:15 PM

How to Check Consistency and Enforce Your House Style: Using PerfectIt for Faster and Better Results

Technology, techniques, and tools / Technologie...

Daniel Heuman

CEO and Founder, PerfectIt

Checking for consistency mistakes and enforcing compliance with a style manual is time-consuming and it can distract you from substantive editing. This workshop will explore how you can use PerfectIt, a simple Word add-in used by thousands of editors, to help. The first half will cover consistency checking basics for both Mac and PC users. The second half (for Windows users) will show how you can use PerfectIt to build your own custom style sheet to check your preferences. It will also show how you can share style sheets and set up a different style sheet for each client.

Sunday, Jun 13

11:15 AM - 12:15 PM

L'adaptation-révision des textes des jeux vidéo (atelier) pour le marché franco-canadien

Technology, techniques, and tools / Technologie...

Julie Pigeon

TRANSpige

Cet atelier présente les différentes facettes du travail d'adaptation-révision des jeux vidéo pour le marché franco-canadien. La première partie aborde les formats et les types de fichiers, les contraintes linguistiques et stylistiques, de même que les particularités terminologiques. La seconde partie présente une adaptation en direct de textes de jeux vidéo, ce qui permettra aux personnes participantes de mieux comprendre, concrètement, ce qui est requis dans ce type de contrat.

Sunday, Jun 13

11:15 AM - 12:15 PM

Words Change the World

Captioning available / Sous-titrage disponible

Editing and society / Révision et société

Sheila Cameron (she/her)

Words Change the World

Do you feel helpless to address the widespread depression, apathy, and unrest that shape our world? Do you want to make a difference? You can! This interactive session will explore the power of words to create a more positive outlook and healthy future. Examine the effect that words have on our brains, health and behaviour. Explore the positive and negative connotations of words in different contexts. Discuss substitute words that will empower a writer's work for the betterment of society. Tips will be provided for how to influence writers to influence the world.

Sunday, Jun 13

11:15 AM - 12:15 PM

Finding Editing Work: Mining Opportunities Beyond Books

Captioning available / Sous-titrage disponible

Career builder / Développement de carrière

Ruth E. Thaler-Carter she/her

Owner, I can write anything!®, Communication Central, A Flair for Writing, An American Editor

Many editors tend to think only of working on books, but there are opportunities that go beyond the traditional publishing environment, whether you work (or aspire to work) in-house or freelance. Build your potential for success by gaining insights into other ways to use — and profit from — your editing skills that can be as rewarding as, and often moreso than, working for publishers.

Sunday, Jun 13

12:15 PM - 12:30 PM

Break / Pause

fictionary.co

Thank you to our Gold sponsor Fictionary for sponsoring this coffee break! Be sure to check out their virtual booth in our Vendor Fair.— Merci à notre commanditaire Or Fictionary d'avoir commandité cette pause-café! Visitez leur kiosque virtuel dans la Foire aux marchands.

Sunday, Jun 13

12:30 PM - 01:30 PM

Building Your Career: How to Find Your Community, Grow Your Skills, and Expand Your Portfolio

Captioning available / Sous-titrage disponible

Career builder / Développement de carrière

Sue Archer (she/her)

Co-Chair, Editors Canada Career Builder Committee

Landing your first editing assignment—as an in-house editor, a freelancer, or simply as someone who loves to edit—is a wonderful feeling. But it's just the starting point toward building your career as a professional editor. Maybe you have a particular industry you'd like to work in, and you don't know where to start. Or maybe you want to expand the types of skills you can offer. What are all your options, and what resources are available to help you pursue your personal editing path? In this session, the co-chair of Editors Canada's Career Builder Committee will walk you through our ...

Sunday, Jun 13

12:30 PM - 01:30 PM

Editing Medical-Legal Reports: A Big Little Niche

Captioning available / Sous-titrage disponible

Editing and society / Révision et société

Technology, techniques, and tools / Technologie...

Jahleen Turnbull-Sousa

Maplewood Editorial

Medical-legal report editing is a little-known niche that is a sizeable source of potential work for editors and proofreaders with experience or interest in editing medical content. This session will explain what the medical-legal field is and how to find clients, and it will offer tips and tricks for success in the field.

Sunday, Jun 13

12:30 PM - 01:30 PM

Beyond Editing: A Conversation about Coaching Writers

Captioning available / Sous-titrage disponible

Technology, techniques, and tools / Technologie...

Genevieve Clovis (she/her)

Novel Editor and Writing Coach, Clovis Editorial

Sara Letourneau

Managing Editor & Writing Coach, Heart of the Story Editorial & Coaching Services

Tanya Gold (she/they)

Book Editor | Writing Coach | Translator | Literary Omnivore

Do you work with creative writers who are still developing their skills? Do they need more help than a standard edit can provide? Maybe they would benefit from coaching. In this session, writing coaches Genevieve Clovis, Tanya Gold and Sara Letourneau will talk about their diverse approaches to supporting writers. They'll discuss their definitions of coaching, how they structure the packages they offer, how they create safe spaces, and how they determine what writers actually need to improve their craft and make significant progress on their projects.

Sunday, Jun 13

12:30 PM - 01:30 PM

Performance Reviews for Maximizing Productivity and Improving Client Relationships

Captioning available / Sous-titrage disponible

Career builder / Développement de carrière

Technology, techniques, and tools / Technologie...

Sagan Morrow (she/her)

Productivity Strategist, SaganMorrow.com

Just because you are your own boss as a freelance editor, it doesn't mean you should neglect performance reviews. Performance reviews empower you to maintain great relationships with your ideal clients, improve your organizational skills, work with (rather than against) your personal strengths and weaknesses, and prevent any tasks from slipping through the cracks. Learn how to conduct your own performance reviews—even as a sole proprietor—so you can maximize your productivity and improve client relationships for years to come!

Sunday, Jun 13

01:30 PM - 01:45 PM

Break / Pause

Sunday, Jun 13

01:45 PM - 02:45 PM

Devenir maître des tableaux et des graphiques

Technology, techniques, and tools / Technologie...

France Brûlé

révisseure agréée

Les tableaux et les graphiques sont souvent utilisés pour simplifier la présentation de données plus ou moins nombreuses ou complexes. Et pourtant... Il n'est pas rare, au cours d'un mandat de révision, de voir un tableau ou un graphique qui demande un effort d'attention pour être compris ou qui semble sorti de nulle part dans le texte. L'atelier Devenir maître des tableaux et des graphiques vous propose une marche à suivre en dix étapes pour faire des tableaux ou des graphiques simples et efficaces. Non seulement vous comprendrez mieux le rôle de ces éléments visuels dans un texte, mais vous ...

Sunday, Jun 13

01:45 PM - 02:45 PM

Editing and Inclusive Language: A Workshop for Editing Professionals

Language and diversity / Langage et diversité

Amber Riaz

A4 Editing

This workshop uses scenario-based discussions to explore issues of equity, diversity and inclusion (EDI). We know that language is constantly evolving, changing to reflect rapidly evolving social interactions and dynamics. How do we, as editors and publishing professionals, keep up with these changes? How do we express our flexibility, our willingness to change, in our work? What are the issues we need to be aware of as we consider EDI and accessibility issues? By the end of the workshop, participants will have an understanding of EDI issues, and how language can be adapted for inclusion and justice.

Sunday, Jun 13

01:45 PM - 02:45 PM

Going Beyond "This Stinks!": Learn Feedback Techniques That Actually Work

Captioning available / Sous-titrage disponible

Technology, techniques, and tools / Technologie...

Holly Munn

You spend a lot of time giving feedback — but how useful is it? What can you do to give your writer the tools, desire and knowledge to improve? This session explores practical, research-based techniques that create a conversation with your writer, build trust, and improve their writing. New research from UBC has identified strategies novice writers identify as the most helpful. This engaging session will give you proven strategies to help improve the quality of any authors' work.

Sunday, Jun 13

01:45 PM - 02:45 PM

One-Hour Marketing Plan

Captioning available / Sous-titrage disponible

Career builder / Développement de carrière

Christine LeBlanc (she/her)

Is marketing something you “should” do but dread? Don’t know where to start? Learn how to break down the steps and build a simple, useful plan that can help you grow your business, expand your network and keep you on track. Remember, showing up doesn’t mean you’re showing off.

Sunday, Jun 13

02:45 PM - 03:00 PM

Break / Pause

Thank you to our Gold sponsor The Chicago Manual of Style for sponsoring this coffee break! Be sure to check out their virtual booth in our Vendor Fair.— Merci à notre commanditaire Or The Chicago Manual of Style d’avoir commandité cette pause-café! Visitez leur kiosque virtuel dans la Foire aux marchands.

Sunday, Jun 13

03:00 PM - 04:00 PM

Keynote session / Discours thème: Amanda Leduc

Captioning available / Sous-titrage disponible

Keynote speakers / Orateurs invités

Amanda Leduc

From Tiny Tim to the Seven Dwarves, disability in literature all too often falls into ableist tropes that continue to perpetuate disabled exclusion. As editors, how do we look to expand disability representation in literature? How can we work toward representing the vast richness of disability experience on the page in thoughtful, inclusive ways? Language offers the building blocks for a writer’s work—and an editor’s. Yet it is difficult to build an inclusive environment when the very building blocks that we use are steeped in ableist ideas and assumptions. How do we then look to building new ways of using ...

Sunday, Jun 13

04:00 PM - 04:15 PM

Break / Pause

Sunday, Jun 13

04:15 PM - 05:15 PM

Transforming Your Mindset to Transform Your Business

Captioning available / Sous-titrage disponible

Career builder / Développement de carrière

Malini Devadas

Coach, Edit Boost

Many freelance editors suffer from 'feast or famine' in terms of workload and income. But even during busy periods, editors can be working long hours and still not be making the money they need or want to earn. While many people think that the solution is to read more marketing books, information alone isn't enough – business owners benefit from looking at their own internal beliefs to work out what is stopping them from growing their business. And while critical, this self-reflection can be uncomfortable. In this mini-workshop, you will have the opportunity to examine your mindset around three specific ...

Sunday, Jun 13

04:15 PM - 05:15 PM

Choosing Persuasive Words That Alter the Environment for Promoting a Social Cause

Editing and society / Révision et société

Cheryl Stephens

Plain Language Wizardry

Many examples are available to see how changing the vocabulary changes the perception of a social cause. Even better, add in some understanding of persuasive writing. In this session, Stephens presents examples and offers an explanation for why alternate terminologies can improve the environment for discussion of social causes.

Sunday, Jun 13

04:15 PM - 05:15 PM

Plain Language 2.0

Captioning available / Sous-titrage disponible

Technology, techniques, and tools / Technologie...

Gael Spivak (she/elle)

Senior Writer/Editor, Canadian Food Inspection Agency

Greg Ioannou

President, Colborne Communications

Plain language training and practice in Canada is about to go through a major rethink. The International Organization for Standardization (ISO) will be adopting the first-ever International Plain Language Standard in 2021. Looked at superficially, this standard simply reinforces plain language as it's been done since the 1980s. But the standard will shift the focus, from words to design, from reading level to accessibility. And the standard adds new aspects to the mix, from ethics to cultural context. This session is an introduction to the future of plain language in Canada, and how editors can be part of that future. ...

Sunday, Jun 13

04:15 PM - 05:15 PM

Networking and Collaboration Session: Developing Content Marketing Opportunities

Career builder / Développement de carrière

Letitia Henville (she/her)

shortishard.ca & antihustle.ca

Content marketing is a long-term marketing strategy that involves giving away your knowledge for free to potential clients, and thereby establishing their trust. Done well, content marketing should share information that is high-quality, relevant, and timely. As a result, content marketing is a lot of work! After a short introduction to content marketing for editors, this networking and collaboration session will divide participants into groups based on their preferred clients, and provide participants with a structure in which they can collaborate to develop mutually beneficial content marketing projects. Come prepared to share your ideas, your incomplete projects, and your 'some ...

Sunday, Jun 13

05:20 PM - 05:30 PM

Conference Closing

Thank you for attending the 2021 Editors Canada Conference!