



Search

Search by session titles or session locations

Date and time are shown in America/Vancouver

Friday, June 21, 2024

 WCC 320

June 21, 2024
10:00 AM - 11:00 AM

Networking

Free event
Mingle with Editors BC.

 WCC 320

June 21, 2024
11:00 AM - 12:00 PM

Welcome Ceremony

Free event
Introduction by co-chairs Tara Avery and Kyle Hawke.
Welcome ceremony by **Tyson Nahanee (Squamish Nation)**.
Spoken word performances by **Kyle Hawke** and **Sho Wiley**.

 WCC 320

June 21, 2024
1:00 PM - 2:00 PM

Purple Prose Paragraph Relay

Free event
Three teams of editors will run a gauntlet of four paragraphs, each written to be unclear, editing each as they go. Editors cannot use devices to look up information, but they can call out questions to the crowd (then decide whether to believe what they hear). We'll choose a winner by reading the initial paragraphs and the edited version for each step of the gauntlet, then granting a final point for the fastest team.

 WCC 320

June 21, 2024
2:00 PM - 3:00 PM

Spoken Word Performances

Spoken word performances by **Raine Scow**, **Daniela Elza**, and **Renée Sarojini Saklikar**

[Networking](#)[General](#)

June 21, 2024

4:00 PM - 5:00 PM

Reception at Greystone Books

Included with Conference Registration

Book editors, both established and aspiring, are invited to join Greystone Books for a casual reception before the official 2024 Editors Canada Conference reception at their head office. There will be drinks, snacks, and mingling with fellow book editors in an office full of books!

They are located in Railtown, a 10-minute walk through scenic Gastown from Harbour Centre, so you'll easily be able to make it to the conference reception afterwards.

Please [RSVP here](#).

[WCC Centre Lobby](#)

June 21, 2024

5:00 PM - 5:15 PM

Registration Open

Registration desk will be open.

[WCC 05-30 ICBC Concourse](#)[Networking](#)[General](#)

June 21, 2024

5:30 PM - 7:00 PM

Conference Reception

Included with Conference Registration

Our conference reception is the ultimate opportunity to mingle with your editing peers! Join us at the Harbour Centre for an evening of networking, mingling, and trivia. Appetizers and a drink will be available to all attendees.

Saturday, June 22, 2024


[Harbour Centre Lobby](#)

June 22, 2024

8:30 AM - 9:00 AM

Registration Open

Registration desk will be open.

 Segal Room

General

 SFU CONTINUING STUDIES

June 22, 2024

9:00 AM - 10:00 AM

Opening Keynote

With the current advancements in AI, more and more people are telling us that editors are becoming--or have already become--obsolete. But is that really true? Join Amber Riaz at her keynote address on Saturday, June 22, as she discusses the current and future realities of editing in Canada (with her unique equity-focused lens).



Amber Riaz

Editor, A4 Editing

 WCC 320

General

Discussion

General

June 22, 2024

10:15 AM - 11:15 AM

Advocating for Editing


A Guided Discussion

What can we do as individual editors and as an organization to advocate for the interests of editors and for editing as a profession? How can we establish a presence in policy making to raise awareness of the benefits and necessity of editing as a tool of democracy, history, and accessibility? What strategies can we use as a group to improve our tools and working conditions? This session will look at some ways editors have contributed their experience and perspectives to increase respect and opportunities for editing and will invite attendees to participate in discussing what we can do now to build on that work.



Iva Cheung

Editor, indexer, plain language trainer, researcher, ivacheung.com

 Segal Room

Tech/AI

Mid-career Editors

June 22, 2024

10:15 AM - 11:15 AM

Choosing Words Wisely

Working with Metadata to Create Effective Digital Communications

Word choice is key to creating clear and correct communication. It also plays an important role in making content findable. In this session, we'll look at how editors can get on the same page with non-editor colleagues to choose the best terms, ensuring users can find, use, and understand content. The session will be particularly useful for editors interested in digital and web communications.



Nicky Borland

Senior Web Editor, Legislative Assembly of Ontario

**Yasuko Enosawa**

Metadata Services Librarian, Legislative Assembly of Ontario



Policy Room



Self-Care



General

June 22, 2024

10:15 AM - 11:15 AM

Boundaries for Editors

How to Prune Perfectionism and Beat Burnout

As professional problem-finders, an eagle-eye for errors is a superpower...until it starts subverting our relationships and health. Whether we're dealing with clients or colleagues, cronies or clan, boundary skills help limit the perfectionism, procrastination, and people-pleasing that lead to burnout. In this session, you'll learn how to get comfortable finding, giving, and changing your Yeses, Nos, and Maybes (and receiving someone else's).

**Kyra Nabeta**

Nabetafish Editing



Fletcher



Productivity



General

June 22, 2024

10:15 AM - 11:15 AM

High Tech, Low Tech, No Tech

Get Stuff Done

Do you really need a robust database if you only have a handful of clients? How do you know if you need project management software or a simple paper checklist? This session will cover using a mix of high-, low-, and no-tech solutions for work and life, focused on what works for YOU. We'll talk about how to evaluate your needs for managing your projects (to-do lists, deadlines, project management, calendars) and explore how mixing tech levels can be effective.

**Laura Poole**

President and Founder, Archer Editorial Services, Inc.



Labatt



General



June 22, 2024

10:15 AM - 11:15 AM

Mad Mingler: A Get-together for Writers and Editors

SFU Creative Writing X Editors Canada

If there's one thing that brings writers and editors together it's a shared belief that the right word in the right place at the right time can change the world, and that the wrong word can be pretty funny. Join The Writer's Studio for a Mad-Libs-inspired mingler. We've removed key words from some famous pieces of writing. In teams, we'll work together to fill in the blanks with our most well-chosen nouns, verbs, and adjectives. If we like what we've created, we may even share a few at the end of the event. It's an hour of collaborative mayhem, in a fill-in-the-blanks _____ (noun) to _____ (verb) and _____ (verb).

Policy Room

Self-Care

General

June 22, 2024

11:30 AM - 12:30 PM

Neurodivergent Editing

Accommodating Yourself and Others

Editing is hard work. And editing as a neurodivergent person can be doubly so if we hold ourselves or our team members to the same workflows and processes as neurotypical editors. When we edit with brains that work differently, we need to be flexible and collaborative in our approach and attitude. In this discussion-based workshop, we will learn new strategies for accommodating our neurodivergent selves, coworkers, and clients, as well as explore when to self-accommodate and when to ask for help. All neurotypes are welcome and can benefit from our discussions. Come grow with us.

Session File:

1. [Presentation Slides](#)



Zanne Klingenberg

Editor, Freelance

WCC 320

Editing Craft

Mid-career Editors

June 22, 2024

11:30 AM - 12:30 PM

Copyediting Challenges

Learn from Other Editors

No two editors will edit the same paragraph the same way. What new tricks can you learn from fellow editors? We'll complete several nonfiction editing exercises and compare corrections to learn from each other. There are no wrong answers!

You will receive a paper handout during the session to work on. If you wish to edit a Word file instead, check here on Saturday morning for the file.



Erin Brenner

Owner/Senior Editor, Right Touch Editing

Segal Room

Niches

General

June 22, 2024

11:30 AM - 12:30 PM

Humanizing AI-driven Content

In my talk, we'll discuss strategies to infuse personality and authenticity into AI-generated pieces. We'll delve into the importance of understanding context, tone, and style, and how we can leverage our editorial expertise to enhance the final output. It's not just about the words on the page; it's about creating a connection and engaging the audience.



Keri Sculland

POD Marketing Inc.

Labatt Business General

June 22, 2024

11:30 AM - 12:30 PM

How to Land and Expand as a Freelance Editor at an Enterprise

There is a lot of work for editors at large business-to-business (B2B) and business-to-consumer (B2C) organizations—especially with product marketing managers (PMMs) using AI to write their first drafts. Join this session with a marketing insider to learn how to

- Include words in your work experience that will catch PMM eyes.
- Create a vague yet specific (yet vague) statement of work.
- Ask smart questions about personas and the content journey.
- Nail the project with AI, value-based messaging, and SEO tips.
- Make sure they don't take advantage of your happy-go-lucky good nature.
- Spawn more work from that project.

Enterprises need good editors. It's tough to get in the door, but these tips will help you get to the vestibule...your hot skills will do the rest.

**Rebecca Graves**

Sr Content Marketing Strategist, OpenText

Fletcher Productivity Novice Editors

June 22, 2024

11:30 AM - 12:30 PM

Time Management for Editors

Have you ever felt like you are unable to get it all done in time for the deadline? Learn some effective time management tricks and organizational hacks to not fear the word deadline.

**Stephanie Watterson**Freelancer Extraordinaire, <https://contentauthoring.com/>

Labatt Business General

June 22, 2024

2:30 PM - 3:30 PM

Query Scene Investigation

Reading Between the Lines

"Because you don't cry" is an odd reason to be paired with a writer. It also foreshadowed a CC-the-whole-team response; they were furious at the queries and edits in their file. Did I let this writer ruin my day? Nope. In this session, we'll investigate redacted writer correspondence and put the editor/writer relationship under the scope. We'll go over some tips, successes and failures pulled directly from the daily shenanigans of a corporate writing coach and editor.

**Ellen Keeble**

Ms., /

WCC 320 General General

June 22, 2024

2:30 PM - 3:30 PM

Passing It On

Reflections from an Editing Instructor

What makes a good editing teacher? With more post-secondary editing courses out there, and more people studying formally to become editors, it means our industry needs more of something else too: qualified and trained editing teachers. But what supports exist for editors who teach the craft? What are some of the challenges that editing instructors face? And how do we ensure that they are able to provide high-quality instruction and nurture new editors, which is vital for the future and development of our profession?

Roma reflects on her experiences as a student in an editing program, as a working editor, and as an editing instructor to provide some tentative answers to these questions — and, of course, to pose some new ones.



Roma Illyckyj

Content Editor, CPA Canada



Fletcher

Productivity

Mid-career Editors

June 22, 2024

2:30 PM - 3:30 PM

Switching Style Sheets

Some Suggestions to Help You Stay Sane When Switching Style Guides

The session addresses the following questions:

- How do you keep track of differences among the style guides you're required to use?
- Do any of the "rules" stay the same regardless of the style guide?
- Should we specialize in one style guide?

This session explores the different Englishes freelance editors often work with and provides suggestions for keeping track of the many variances. Editors often switch from Chicago to the Canadian Style Guide then to the Oxford guide, sometimes within the course of a day. How do we remember the differences and ensure that the client receives a document that meets all the client's requirements? Which recommendations should be considered "rules" and which ones should be taken as "recommendations"? By the end of this session, attendees will understand (1) things we always need to look up; (2) things that vary depending on the type of English you're editing (Canadian vs. American vs. Indian); (3) how to create style sheets that are easy to read and that are comprehensive; and (4) how to use

Show More



Amber Riaz

Editor, A4 Editing



Segal Room

Tech/AI

General

June 22, 2024

2:30 PM - 3:30 PM

Pleasure and Plagiarism

Editing Post-Secondary Curriculum in the AI Age

The Southern Alberta Institute of Technology (SAIT) is unusual among post-secondary institutions in that it employs a team of instructional designers and editors to develop credit curriculum for its several schools. This session explores SAIT's curriculum development process and how editors bring value to courses that include everything from maintaining motorcycles to perfecting pastry. I'll also discuss how the work of our small team of editors has shifted from identifying plagiarism to addressing the use of AI tools in curriculum creation.



Melissa Symanczyk
Southern Alberta Institute of Technology

Policy Room General

June 22, 2024

2:30 PM - 3:30 PM

Editors Canada Strategic Plan

This year, we will be welcoming Editors Canada's strategic planning team to give a session on the future of Editors Canada as Canada's leading professional association for editors.

JD **Jao Dantes**

PH **Patricia Huntsman**

Policy Room Niches Panel

June 22, 2024

3:45 PM - 4:45 PM

Academic Editing: Opportunities, Challenges, Futures

Academic writing—and, thus, academic editing—persists in the face of funding cutbacks and skepticism regarding the utility of academic research. Our panel will discuss the scope of work that we do, the breadth of clients we serve, the opportunities available to editors interested in serving academic clients, and possible future directions for academic writers and the editors who support them. This panel brings together freelance academic editors with diverse professional and scholarly backgrounds, to showcase a wide scope of directions that can be pursued within the academic editing niche.



Emily Lam
Medical Editor, Freelance



Lesley Erickson
freelance editor

Show More
▼

Segal Room Productivity

June 22, 2024

3:45 PM - 4:45 PM

Acceptable Error and Productivity Rates and Top 10 Tips for Increasing Productivity

This session will outline acceptable copy editing error and productivity rates, illustrate how to measure your productivity, and provide my top 10 tips for increasing your productivity. The in-person session will be updated from the popular 2023 webinar with new tips based on

AI tools. The concept of “acceptability” will be linked to the new Editors Canada Standards for Copy Editing while considering what may be acceptable depending on editors’ unique situations.



Katherine Morton
Senior Editor, Katherine Morton, Editor

Labatt

Editing Craft

General

June 22, 2024
3:45 PM - 4:45 PM

Immersion Blending

Developmental Edits That Mix the Reader’s Consciousness with the Fictional Narrative

Ever so often, you’ll come across a writer who wants to know how good writing works. You can tell them things about elements of writerly craft, and often that’s what they’re looking for and they’ll go away happy. Sometimes, though, they want more: they ask how effective craft came to be, and the secret mechanics underpinning it. Often, this ends with a recommendation to study psychology, in the hopes that it can teach them more about humanity, but science often takes us away from the neighborhood and into the laboratory. There is another path that hews closer to home. Join in to learn about the discipline of phenomenology and the field of affect theory, and how focusing on our own experiences and interactions can help us to build stronger foundations for fiction.

MC Molly Cernik

WCC 320

Business

June 22, 2024
3:45 PM - 4:45 PM

Speed Mentoring

Our infamous speed mentoring sessions are a great opportunity for early- to mid-career editors to consult industry leaders on navigating a career in editing. It’s a great way to build your network and learn more about the editing community.

Harbour Centre Lobby

June 22, 2024
4:45 PM - 5:00 PM

Registration Open

Registration desk will be open.

WCC 05-30 ICBC Concourse


June 22, 2024
7:00 PM - 9:00 PM

Awards Banquet

Additional Cost to Conference Registration

One of the highlights of the conference weekend is our banquet. Join us on the evening of June 22 for a wonderful dinner in a fun and relaxed setting. Banquet tickets cost \$80 each, and availability is limited.

Sunday, June 23, 2024

 Harbour Centre Lobby

June 23, 2024

8:45 AM - 9:15 AM

Registration Open

Registration desk will be open.

 Fletcher
 Productivity
 General

June 23, 2024

9:15 AM - 10:15 AM

Maximize Your Style Guide

Working with Authors from Roll-out to Training

Hurrah! You've produced a new or updated Style Guide for your workplace or clients. But you can't simply sit back and admire it on its electronic shelf. You'll need to introduce its content to your authors and coax them to use it, but how? Laura Cameron and Miles Sari are in-house editors at a U.S. state government agency, working with hundreds of authors across more than two dozen teams. They'll give you ideas from their toolkit, from the roll-out presentation to team trainings, using the Guide to coach individual authors, plus ideas for ancillary materials that have proved surprisingly memorable.

**Laura Cameron**

Editor, Office of the Washington State Auditor

**Miles Sari**

Communications Consultant, Office of the Washington State Auditor

 Policy Room
 Niches
 General

June 23, 2024

9:15 AM - 10:15 AM

Academic Editing

The Care and Feeding of Graduate Student Writers

All writers have needs, but graduate students seem to have more than most. By the time they contact you for editing, some feel isolated or near the end of their rope. They may latch onto you as a mentor or, in some cases, as their last hope to achieve graduation or to move on in their profession. Talk about pressure and stress—on both sides!

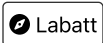
Yet, while challenging, working with graduate students under these circumstances can still be enormously satisfying—for both them and you. In this workshop, I share practical communication strategies to work successfully with these clients. Through discussion and hands-

on exercises, we'll focus on providing mentorship through clear and empathetic communication while avoiding over-editing, crossing ethical boundaries, or burning ourselves out. These strategies can be adapted for non-academic writers who need extra care and feeding during the editorial process.



Amanda Goldrick-Jones

Freelance editor, Arrow Editing Services



Business

Novice Editors

June 23, 2024

9:15 AM - 10:15 AM

Becoming a Feisty Freelancer

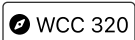
How to Start or Transition to Your Own Business

Want to become a feisty freelancer? An editor in charge of your own schedule, who picks your own projects and builds a satisfying business and lifestyle? Whether you're a new editor or transitioning to freelance, this workshop will cover the basics of setting up your business, developing an online presence, looking for clients and planning out a work routine that makes you excited to show up at your desk every morning.



Suzanne Bowness

Principal/Writer, CodeWord Communications



Editing Craft

Mid-career Editors

June 23, 2024

9:15 AM - 10:15 AM

Thorns on the Rose

Tricky Editing Issues

No matter how much we train and how much experience we have, editors are still likely to be flummoxed by occasional tricky issues. Beyond an objectionable word or inaccurate fact, we confront text with problems that aren't thoroughly or clearly covered by the major style guides. This presentation will go over some of these issues that might be special cases--such as song lyrics and pharmaceutical brand names--and require a more delicate touch. It will also cover biased language, trade and product names, plagiarism, and creating citation styles for new resources.



Laura Poole

President and Founder, Archer Editorial Services, Inc.



Business

Novice Editors

June 23, 2024

10:30 AM - 11:30 AM

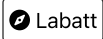
From Editing to Consulting, Project Management, and More

Editing provides a wide range of skills and expertise beyond looking at words on a page. If you're thinking of other ways to leverage your detail-oriented instincts and admiration for organization, this session will allow you to think about expanding your services and offerings based off the skills you already have. In this session, participants will explore the skills and aspects they admire most out of their work and think about the ways they can apply this to other facets. The speaker will share their own examples, such as going from proofreader

to 'Director of Operations' with a client, becoming a consultant to a publishing coach, and other unique experiences that were leveraged as a result of their existing editing skills.



Shelly Zevlever
Founder, SZ editorial



June 23, 2024

10:30 AM - 11:30 AM

Accepting AI

Leveraging ChatGPT to Become a Better Editor

One of the numerous questions and concerns surrounding ChatGPT is whether or not it can "replace" human editors. Whichever side you choose in this debate, it's undeniable that knowledge of ChatGPT has now become a skill of its own. Developing this very skill will be the focus of this session.

The speaker will discuss best practices of accepting the tool and adopting it correctly and efficiently to get the most out of it and become a better editor. Attendees will learn how they can use ChatGPT as an assistant while dealing with complex texts and maximise editorial output through its merits. We will then deconstruct the mechanism of the tool: understand its limitations, discuss ways to avoid consequent errors, and strategically get the best results.



Mudita S



June 23, 2024

10:30 AM - 11:30 AM

Creating and Using Editing Checklists

Editors are familiar with style guides and style sheets. But for large multi-document projects spanning years and involving dozens of authors and multiple editors, an editing checklist is a further tool that can be used to both help deliver consistent edits across documents and log where edits have been applied.

Editing checklists are tables that, like style sheets, capture the correct project terms (e.g., "Base Case" vs. "Baseline Case"); spelling and capitalization (e.g., "data set" vs. "dataset"); and other style conventions (e.g., using double quotes instead of single quotes).

Unlike style sheets, editing checklists provide a way to systematically track the checked items in a collection of project documents and record the date the last check was done. Editing checklists also typically list incorrect variants that may appear in the documents and how they should be corrected. These features allow editing checklists to capture details that would overwhelm a style sheet and allow multiple

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Claire Fossey

Senior Technical Writer and Editor, Team Lead, WSP Canada

**Eric Jandciu**

Senior Technical Writer and Editor, WSP Canada

WCC 320 Self-Care General

June 23, 2024
10:30 AM - 11:30 AM

Chair Pilates with Natalie

Connect your mind, breath and alignment. Learn stretching, strengthening and release movements that can all be done from your desk.



Show More



Policy Room Niches

June 23, 2024
10:30 AM - 11:30 AM

Legislative Editing: A Practice of Precise Descriptivism

We all know who publishes the careful rules by which our editorial work is governed. Some of us may even sleep with our favourite style guide near our pillow. But have you ever wondered who publishes the rules of the justice system? Who writes the law? And if the law is written, who edits it? A team of legislative editors! Attend this session to learn more about the role of editors in legislative publications.



Jennifer Kaddoura

Editing Manager, Office of Legislative Counsel | Ministry of Attorney General

PW

Pip Wallace

Editor in Chief, Office of Legislative Counsel | Ministry of Attorney General

Segal Room Tech/AI General

June 23, 2024
1:30 PM - 2:30 PM

The State of AI Editing

Pitfalls, Promise, and Productivity

The field of AI has seen explosive growth since OpenAI released ChatGPT in November 2022, with new tools and platforming being launched almost daily, each promising to revolutionize work and flip the world on its head in next year's update. How can anyone cope with the deluge of exciting – yet potentially job-threatening – new tech?

Join editor and tech enthusiast Perrin Lindelauf on a high-level tour of the market, surveying only the tools that editors can actually apply to their workflows for better editorial judgment and less drudgery. He will also touch on legal and privacy concerns that editors and their clients may have, as well as how the players in the field are coping with these issues. You'll come away armed with tools to try and a sense of how the editing field may change as it adapts to both technological pressure and the advent of the AI-supported writer.



Perrin Lindelauf
Editor, Lindelauf Editorial

Fletcher

Business

General

June 23, 2024

1:30 PM - 2:30 PM

Content Marketing: How to Develop, Craft, and Circulate High-Value Content without Using Social Media

Content marketing is a long-term marketing strategy that enables freelance editors to foster potential clients' awareness of, understanding of, and trust in their skills. In this session, Letitia will draw on her experience writing the advice column "Ask Dr. Editor" for the magazine University Affairs to support editors to develop compelling pieces of content marketing. With reference to specific examples of content marketing, we'll discuss how you determine your audience, decide where to publish your content, and craft a compelling piece of content for the long-term benefit of your freelance editing business. Although this session is targeted at freelancers, we'll conclude by discussion whether and how in-house editors might also consider amplifying their influence by developing compelling pieces of content marketing.



Letitia Henville

WCC 320

Business

General

June 23, 2024

1:30 PM - 2:30 PM

Everyone Hates Cold Pitching

Here's Why I Do It Anyway

Want to get a freelance editor or writer to shudder and avert their eyes? Recommend they start cold pitching to get clients. But targeted emails, direct outreach to job posts, and LinkedIn connections earns me a nice handful of extra clients every year. In this session, I share my approach to cold pitching, including how to find new contacts, create targeted and personalized outreach emails, and keep track of all your efforts. Learn how cold outreach can be a good addition to your marketing plan, and why it's not always as scary as it sounds.



Suzanne Bowness
Principal/Writer, CodeWord Communications

Labatt

Editing Craft

General

June 23, 2024

1:30 PM - 2:30 PM

Passive vs. Inactive

Different Problems, Different Fixes

Many people, even editors, use the word "passive" for any non-active writing. However, passive and inactive constructions are quite different, as are their roles in writing style and methods for changing them to active constructions, when desired.

In my session, I will distinguish between passive and inactive writing, identify some instances when each one can be useful, and offer

techniques for changing them to active voice. We'll finish with some practice exercises, working with a range of tenses in the passive constructions and with both Latinate and Anglo-Saxon vocabulary in the inactive ones.

PS Pamela Swanigan

 Policy Room  General  Networking  Novice Editors 

June 23, 2024

1:30 PM - 2:30 PM

subTerrain Networking Social

Editors Canada has teamed up with subTerrain magazine to bring you a networking session for early career editors and writers. subTerrain magazine is a tri-annual Vancouver based publication that produces a stimulating fusion of fiction, poetry, photography and graphic illustration from emerging Canadian and international writers and artists. If you are an emerging editor, writer or artist who is interested in what small publications and collectives have to offer, this is a great session for you! Lateral networking and community building is vital for both career growth and personal growth.

We have limited tickets available for non-registrants. These are available on a pay-what-you-can basis. You can register [register here](#).

 Policy Room  Business 

June 23, 2024

2:45 PM - 3:45 PM

Is Becoming an Editorial Agency for You?

Are you:

- Fully booked nearly all the time?
- Unable to raise your rates any higher?
- Tired of turning away work?
- Feeling stuck where you are?

It might be time to hire other editors to help you out—and maybe even turn your individual business into a full-fledged editing agency.

Working as a freelance editor effectively means you're selling your hours to your clients. But each of us only has so many hours to sell—and we still need to sleep! Once you sell all your available work hours at your top rate, you have to think differently to grow your income.

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Erin Brenner

Owner/Senior Editor, Right Touch Editing

 Labatt  Editing Craft 

June 23, 2024

2:45 PM - 3:45 PM

Helping Your Author Pick a POV That Pops

Are your writers perplexed by the possibilities of POV? Are you paralyzed by piloting them through narrative distance, limits of perception, biases and objectivity? Perseverate no more! I'll demystify the jargon of narrative point of view, then rudder your deep dive into the qualities and characteristics of first-, second-, third-, and fourth-person points of view so you're prepared to help them pick a POV that

pops.

**Lisa Hislop**

Editor & Proofreader, The Short Story Editor

Segal Room

Business

General

June 23, 2024

2:45 PM - 3:45 PM

Face Time: Transform Your Business by Talking to Your Clients

There is only so much you can learn about your clients when doing business from your inbox. When you meet with clients face to face (or screen to screen), you create new possibilities to gather feedback and grow your business. If you hope to raise your rates and expand your services, early conversations with new and potential clients can help you get there organically. A potential client requesting a “copyedit” may instead expect a full rewrite with many check-ins to “iterate” along the way. A potential client who is reaching out at a critical point in their project may have no idea which services would be most helpful, and that person may be receptive to ideas that would never have occurred to them.

This session invites you to reframe the ways that you communicate with your clients. We will explore questions and communication strategies that you can use to build trust and design services that meet true needs. Through a guided exercise, you will practice strategies for meeting with a potential client about a promising opportunity. You will leave the session with actionable next steps to initiate

Show More

**Erica Machulak**

Founder, Hikma Collective

Fletcher

General

General

June 23, 2024

2:45 PM - 3:45 PM

Can Language Control Thought?

We all assume that the words we choose can affect how people think of things—in fact, writers of advertising, marketing, and political speeches rely on it. And we know that the words a language has seem to affect how its speakers think of the world: speakers of different languages may disagree on whether two things are the same color, for instance. We also know that different languages grammatically highlight different aspects of reality, which we might expect would influence how people think. But the euphemism-to-dysphemism treadmill, seen for example in terms related to disabilities, shows that changing the words doesn’t reliably change the world. And while there have been various proposals that the grammar of a language can affect how people think of and act on the world—for instance, that the verbal tenses of a language can influence people’s tendency to plan—linguists have always been ready and willing to rebut them. So exactly how far does it go? Let’s have a look.

**James Harbeck**

Editor, James Harbeck

WCC 320

Business

June 23, 2024

2:45 PM - 3:45 PM

Speed Mentoring

Our infamous speed mentoring sessions are a great opportunity for early- to mid-career editors to consult industry leaders on navigating a career in editing. It's a great way to build your network and learn more about the editing community.

 Segal Room

General

 SFU

June 23, 2024

4:00 PM - 5:00 PM

Closing Keynote

End your conference by taking a time trip with Adrienne Montgomerie into an wild imaginable future where editors are prized and revered, work is plentiful and lucrative, and AI is doing the laundry. Is there a place for you and your editing work? Come see, chat!



Adrienne Montgomerie

SciEditor

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