



# TRACKING CHANGE:

e-Merging Methods and Markets

# SUIVRE LES MODIFICATIONS :

méthodes et marchés émergents

LI KA SHING KNOWLEDGE INSTITUTE, TORONTO

2014 CONFERENCE PROGRAM  
PROGRAMME D'ACTIVITÉS DU CONGRÈS 2014

JUNE 6-8 JUIN



**On-site Check-in**

Friday, June 6	3:00 p.m. to 7:00 p.m.
Saturday, June 7	8:00 a.m. to 3:00 p.m.
Sunday, June 8	8:00 a.m. to 12:30 p.m.

Exhibit Hall, Li Ka Shing Knowledge Institute  
Collect your name badge, conference bag, and event tickets.

**Accueil**

Le vendredi 6 juin	8 h à 19 h
Le samedi 7 juin	8 h à 15 h
Le dimanche 8 juin	8 h à 12 h 30

Exhibit Hall, Li Ka Shing Knowledge Institute  
Passez récupérer votre porte-nom, votre sac du congrès et les billets pour les activités auxquelles vous vous êtes inscrit.

**EAC Annual General Meeting**

Saturday, June 7

Registration from 2:00 p.m. to 3:00 p.m., meeting from 3:00 p.m. to 5:00 p.m.

All current EAC members are welcome to attend the AGM.  
Only members with voting privileges can vote on motions.

**Assemblée générale annuelle de l'ACR**

Samedi 7 juin

Inscription de 14 h à 15 h, réunion de 15 h à 17 h

Tous les membres de l'ACR sont invités à assister à l'assemblée générale annuelle. Toutefois, seuls ceux qui possèdent le statut de membre votant pourront voter sur une motion présentée à l'assemblée.

Welcome to Toronto and Conference 2014, Tracking Change: e-Merging Methods and Markets. Our dedicated committee has put together a program so fantastic, we had to extend the days and even schedule sessions over lunch! Don't worry though, we've still left time for networking, socializing, and enjoying the city.

When it came time to choose this year's theme, we knew we wanted to capture the shifts we were seeing in editing, publishing, language, technology, business, and culture. As editors, our success often depends on our ability to adapt to such changes, but we were struck by how rapidly these changes are occurring, and we wondered what it meant for our profession. Many of us use MS Word's Track Changes tool, but how good are we at tracking the changes around us? That's the question we put to our speakers, and their responses are powerful, insightful, sometimes playful, and always (we hope) useful.

With over forty professional development sessions and plenty of social events, it's going to be a weekend full of learning and laughing. Enjoy!

**Emily Dockrill Jones** and **Nancy Foran**, 2014 conference co-chairs

Bienvenue à Toronto et au congrès 2014, Suivre l'évolution : méthodes et marchés émergents. Les membres dévoués de notre comité ont élaboré un programme si exceptionnel que nous avons dû allonger les journées et même prévoir des séances pendant les dîners! Mais ne vous inquiétez pas, nous avons prévu du temps pour le réseautage, la participation à des activités sociales et les promenades en ville.

Lorsqu'il a été question du thème de cette année, nous savions que nous voulions montrer les changements constatés dans les domaines de la révision, de la publication, des langues, de la technologie, du commerce et de la culture. À titre de réviseurs, notre réussite repose souvent sur notre capacité d'adaptation aux changements. Toutefois, nous avons été frappés par la rapidité de ces changements, et nous nous sommes demandé quelles en seraient les répercussions sur notre profession. Bon nombre d'entre nous utilisent la fonction Suivi des modifications de MS Word, mais dans quelle mesure sommes-nous aptes à suivre les changements qui se produisent autour de nous? C'est la question que nous avons soumise à nos conférenciers et leurs réponses s'avèrent puissantes, judicieuses, parfois amusantes et toujours (nous l'espérons) utiles.

Comptant plus de quarante séances de perfectionnement professionnel et un grand nombre d'événements sociaux, ce sera une fin de semaine très enrichissante et remplie de rire. Profitez-en!

**Emily Dockrill Jones** et **Nancy Foran**, coprésidentes du congrès 2014



On behalf of the Government of Ontario, I offer greetings to everyone attending Tracking Change: e-Merging Methods and Markets—the national conference of the Editors' Association of Canada (EAC). As the EAC is holding this year's conference in Ontario, I would like to extend a warm welcome to everyone who has made the journey to our province to take part in this much-anticipated event.

As editing—whether in-house or freelance—can at times be a solitary craft, it is vital that editors have the opportunity to meet face-to-face and to enjoy the benefits of interacting with like minds. I commend the EAC for providing its membership with such an occasion. Thanks to the national conference, editors from across the country can enjoy a tremendous sense of camaraderie while enhancing skills, strengthening project management expertise, developing greater business acumen and broadening their network of contacts.

I thank the EAC for its continued good work aimed at supporting editors from coast to coast in their quest for effective communications and for uniting the profession in its love of the written word.

I would also like to congratulate association members whose achievements are being recognized through special awards. You are an inspiration to both seasoned editors and those who are new to the profession.

Please accept my best wishes for what I am sure will be a memorable and informative conference.

***Kathleen Wynne***, Premier

Au nom du gouvernement de l'Ontario, je suis heureuse d'offrir mes plus chaleureuses salutations aux participants et aux participantes du Congrès 2014 de l'Association canadienne des réviseurs (ACR) dont le thème est : « Suivre les modifications : méthodes et marchés émergents ». Comme la conférence de cette année a lieu en Ontario, j'aimerais souhaiter la plus cordiale des bienvenues à tous ceux et à toutes celles qui sont venus dans notre province pour assister à cet événement tant attendu.

Comme le travail des réviseurs—salariés ou pigistes—est parfois comparable à la pratique d'un art solitaire, il est essentiel que ceux-ci aient l'occasion de se rencontrer en chair et en os et de pouvoir profiter de bons échanges avec leurs pairs. Je félicite l'ACR de fournir une telle occasion à ses membres. Grâce à ce congrès, les réviseurs des quatre coins du pays peuvent, dans une atmosphère de franche camaraderie, perfectionner leurs compétences, approfondir leur expertise en matière de gestion de projet, développer davantage leur sens aigu des affaires et accroître leur réseau de contacts. Je remercie l'ACR du bon travail qu'elle accomplit en apportant du soutien aux réviseurs de partout au pays dans leur quête de

communications efficaces et en unissant les membres de la profession autour de leur amour pour l'écriture. Enfin, je souhaite féliciter les membres de l'ACR qui se voient honorés lors d'une remise de prix spéciaux visant à souligner leurs réalisations. Ils sont une source d'inspiration tant pour les réviseurs chevronnés que pour les débutants dans la profession.

Je vous souhaite un congrès informatif et mémorable.

**Kathleen Wynne**, La première ministre de l'Ontario

**TORONTO POET LAUREATE'S WELCOME**

**MOT DE BIENVENUE DU POÈTE OFFICIEL DE TORONTO**



Welcome Canadian Editors,

It is my pleasure as Poet Laureate of Toronto to join you this weekend as we collectively strive to make words better, to say more with less.

My personal resolution last year was to leave Canada at least once each month because I strongly believe that travel enriches us in countless ways. I'm proud to say I accomplished my goal with trips to Finland, Italy, Spain, United States, France, and the U.K., among other destinations. But I'm always happy to come home to Toronto and I hope you'll find time this weekend to explore some of the many cultural pleasures and treasures our city has to offer. Toronto is your oyster, indulge, indulge.

**George Elliott Clarke**

Chers réviseurs canadiens,

J'aurai le plaisir en ma qualité de poète officiel de Toronto de me joindre à vous cette fin de semaine, car nous cherchons tous à enrichir les mots, à exprimer de nombreuses idées avec peu de mots.

L'an dernier, j'ai pris la résolution de quitter le Canada une fois par mois, car je suis fermement convaincu que les voyages nous enrichissent d'innombrables manières. Je suis fier de vous annoncer que j'ai atteint mon objectif grâce à mes voyages en Finlande, en Italie, en Espagne, aux États-Unis, en France et au Royaume-Uni, pour ne citer que ceux-là. Cependant, je suis toujours heureux de revenir chez moi à Toronto, et j'espère que vous trouverez le temps cette fin de semaine d'explorer quelques-uns des nombreux plaisirs et trésors culturels de notre ville. Toronto est à vous, ne vous retenez pas, abandonnez-vous.

**George Elliott Clarke**

Join your colleagues, friends, and EAC family to socialize, learn, and network at these entertaining and worthwhile events.

### **Opening Reception**

Friday, June 6 from 5:30 p.m. to 7:30 p.m.

Official welcome and presentation at 6:00 p.m., featuring special guest speaker George Elliott Clarke, Toronto's poet laureate  
Exhibit Hall, Li Ka Shing Knowledge Institute

**Sponsored by EAC Toronto Branch**

### **EAC Awards Banquet | Saturday, June 7**

Pre-dinner reception from 7:00 p.m.

Dinner and awards presentation from 7:30 p.m. to 9:30 p.m.

Scott & Rossetti Rooms, Hotel Eaton Chelsea, 33 Gerrard Street West, Toronto

EAC conference delegates can walk from the Li Ka Shing Knowledge Institute to the hotel in about 10 minutes—or cab it in four. The setting may be elegant, but it's not a formal event, so you can dress up or down.

Joignez-vous aux collègues, aux amis et aux membres de la famille de l'ACR pour socialiser et apprendre, ainsi que pour entretenir vos relations et en créer de nouvelles lors de ces divertissants événements qui vaudront bien le déplacement.

### **Accueil du congrès**

Vendredi 6 juin, de 17 h 30 à 19 h 30

Message officiel de bienvenue et présentation à 18 h, avec conférencier invité spécial George Elliott Clarke, poète officiel de Toronto

Exhibit Hall, Li Ka Shing Knowledge Institute

**Parrainé par la section de Toronto de l'ACR**

### **Banquet de remise des prix de l'ACR | Samedi 7 juin**

Réception avant le repas à 19 h

Repas et présentation des prix de 19 h 30 à 21 h 30

Salles Scott et Rossetti, Hôtel Eaton Chelsea, 33 Gerrard Street West, Toronto

Les délégués du congrès de l'ACR peuvent se rendre du Li Ka Shing Knowledge Institute à l'hôtel à pied, en dix minutes, ou en taxi, en quatre minutes. Bien qu'il s'agisse d'un endroit élégant, aucune tenue de soirée n'est exigée pour l'événement; celle-ci est laissée à votre discrétion.

### Opening Keynote: Douglas Gibson



Douglas Gibson became a trainee editor in 1968, and even as the publisher of McClelland & Stewart (1988–2004), he stubbornly continued editing—until he, too, became an author. A giant in Canadian publishing, Gibson's most recent book, *Stories About Storytellers: Publishing Alice Munro, Robertson Davies, Alistair MacLeod, Pierre*

*Trudeau, and Others* (October 2011, ECW Press), has been applauded by the very people he writes about: "No one has done more for Canadian literature than this man" (Alistair MacLeod) and "my prize read" (Nobel Prize winner Alice Munro). Gibson has taken the book out on the road, performing the text live across the country, and he will be treating conference attendees to some of the highlights of his work.

### Allocution d'ouverture : Douglas Gibson

Douglas Gibson débute comme stagiaire en révision en 1968 et, même une fois devenu éditeur chez McClelland & Stewart (1988–2004), il continue de s'adonner à la révision, jusqu'au jour où il se lance, lui aussi, dans l'écriture. Bien connue dans le milieu de l'édition canadienne, l'œuvre la plus récente de M. Gibson, *Stories About Storytellers: Publishing Alice Munro, Robertson Davies, Alistair MacLeod, Pierre Trudeau, and Others* (Octobre 2011, ECW Press) a été applaudie par ceux-là mêmes qui figurent dans ses pages : « Personne n'a fait plus pour la littérature canadienne que cet homme » (Alistair MacLeod) [trad.] et « un gagnant, à mon avis » (Alice Munro, récipiendaire d'un prix Nobel) [trad.]. M. Gibson a traversé le pays pour lire à haute voix des passages de son livre et il enchantera les participants au congrès en abordant les faits saillants de sa carrière.

### Closing Keynote: Terry Fallis



Terry Fallis is the author of three bestselling novels, *The Best Laid Plans* (winner of the Stephen Leacock Medal for Humour and CBC Canada Reads), *The High Road*, and *Up and Down* (winner of the Ontario Library Association's 2013 Evergreen Award), all published by McClelland & Stewart.

*The Best Laid Plans* was made into a CBC television miniseries that first aired in January 2014. Fallis's highly anticipated new novel, *No Relation*, was published in May 2014. To close the conference, Fallis will be taking attendees on *An Unorthodox Journey to the Published Land*.

### Allocution de clôture : Terry Fallis

Terry Fallis est l'auteur de trois romans à succès, *The Best Laid Plans* (récipiendaire de la Médaille d'humour Stephen Leacock et du prix Canada Reads de la CBC), *The High Road*, et *Up and Down* (gagnant 2013 du prix Evergreen de l'Ontario Library Association), tous publiés par la maison McClelland & Stewart. *The Best Laid Plans* a par ailleurs fait l'objet d'une minisérie diffusée en janvier 2014 sur les ondes de la CBC. Le quatrième roman fort attendu de M. Fallis, *No Relation*, a été publié au mois de mai 2014. Lors de l'allocution de clôture du congrès, M. Fallis nous entraînera dans un voyage peu orthodoxe dans le monde de l'édition avec son allocution intitulée « *An Unorthodox Journey to the Published Land* ».

**Resumé Strategies for the Online Job Search | 9:45–10:45, Room 240**

Do you apply for jobs online? Did you know your resumé could be automatically deleted without anybody knowing you applied? Learn the strategies you need to get through online job systems and in front of hiring managers.

Participants will learn:

- practical, hands-on advice about transforming a “print” resumé into an “online” resumé
- how HR staff and recruiters analyze resumé and select candidates
- proven strategies to navigate the online hiring process and become top-ranked in applicant tracking systems



**Pamela Paterson** is a college instructor, mentor, and author of *Get the Job: Optimize Your Resume for the Online Job Search*. She has taught resumé strategies to job seekers for over 15 years; see [www.beatresumesystems.com](http://www.beatresumesystems.com).

**Subcontracting: Options, Opportunities, and Risks (senior editor session) / La sous-traitance : options, occasions et risques (atelier pour réviseurs chevronnés) | 9:45–10:45, Room 241 / 9 h 45 à 10 h 45, salle 241**

Among freelancers, a common aspiration is to partner with other freelancers to take on bigger projects or to help with overload during busy periods. If that is your plan, you need to know how to start and how to manage your new business model successfully. Topics that may be explored include:

- when it makes sense to outsource
- how to select your team
- how to manage expectations
- what to do when things don't go as planned

*Une des aspirations des pigistes est de s'associer à d'autres pigistes dans le but de s'attaquer à des projets de plus grande envergure ou d'aider à gérer la charge de travail en période de plus forte demande. Si vous avez de tels projets, vous aurez besoin de savoir comment vous y prendre pour démarrer et assurer une gestion efficace de votre modèle d'affaires. Les sujets à explorer comprennent les suivants :*

- *Le bon moment pour faire appel à la sous-traitance*
- *La bonne façon de sélectionner les membres de votre équipe*
- *Comment gérer les attentes*
- *Quoi faire lorsque tout ne tourne pas rond*



**Michelle Boulton** (moderator) leads a team of talented communication professional (writers, editors, translators, and designers) who produce everything from magazines and newsletters to books, training manuals, and reports. /

*Michelle Boulton (modératrice) est à la tête d'une équipe talentueuse de professionnels de la communication (rédacteurs, réviseurs, traducteurs et graphistes) qui produisent de tout, qu'il s'agisse de revues, de bulletins de nouvelles, de livres, de manuels de formation ou de rapports.*



**Elizabeth Macfie** has subcontracted English and French editing and indexing projects to and from other freelancers since 1996 for government and business clients. / **Elizabeth Macfie** collabore avec d'autres pigistes en sous-traitance dans le cadre de projets d'indexage et de révision en anglais et en français depuis 1996, pour des clients du gouvernement et en entreprise.



**Elizabeth d'Anjou** has 20 years of experience as a freelance editor with a diverse clientele, from publishers to government departments to non-profit agencies. She also teaches editing for Ryerson University. / **Elizabeth d'Anjou** a 20 ans d'expérience comme réviseuse à la pige et a une clientèle diverse, incluant des maisons d'édition, des départements gouvernementaux et des agences à but non lucratif. Elle enseigne la révision à Ryerson University.





**Carolyn Roy** has been a translator, editor, and proofreader since 1996. She leads teams of up to four freelancers for a variety of translation projects, both large and small. /

**Carolyn Roy** est traductrice, réviseuse et correctrice depuis 1996. Au fil du temps elle a eu à gérer des équipes comptant jusqu'à quatre pigistes pour une grande variété de projets de traduction d'envergures diverses.

### **How to Achieve Financial Security in Your Business and Personal Life | 11:00–12:00, Auditorium**

Business and personal financial matters are intertwined. Often, your business will build personal wealth and contribute to retirement. In this session, you will learn the most important business investment to protect your business and personal finances from unexpected situations. Your business and personal financial plan should include saving for retirement, and investment, estate, and succession planning. Once you put your financial house in order, you can turn your attention to the future.



**Philip Boland** established Boland & Associates Financial Services and is affiliated with HollisWealth Advisory Service Inc., a Scotiabank Company. He is a certified financial planner, certified life insurance agent, and a Fellow of the Canadian Securities Institute.

### **e-Merging in Social Media to Win Clients | 11:00–12:00, Room 211**

Attendees will learn how to create a professional presence online using the hub-and-spoke model and how to use social media to find and win clients. Topics discussed will include basic jargon and marketing concepts, what is the hub-and-spoke model of marketing yourself online, some of the choices for hubs and resources available to create one, the best choices among social media sites, and what to do on those sites.



**Erin Brenner** is the editor of *Copyediting* newsletter. She has been successfully using social media to promote her freelance business, Right Touch Editing, since 2007.

### **Lunch and Learn: Financial Planning for the Professional Editor 12:00–12:55, Room 216 (This session is sponsored by Oran J. Boyle of Investors Group)**

This session will include:

- Benefits of sole proprietorship vs. incorporation and limited liability
- Errors and omissions coverage and what it does and doesn't cover
- The three Ds of tax planning
- Do I really need a personal benefit plan?
- Does my plan incorporate tax, estate, insurance, and retirement planning?



**Oran J. Boyle** is a financial planner who is focused on holistic financial and estate-planning services with access to a full suite of investment, insurance, banking, and lending solutions. Oran has been helping editors across Canada negotiate the ever-changing financial landscape.

### **Lunch and Learn: All About Certification: A Q&A Forum 12:00–12:55, Room 240**

Do you have questions about the EAC certification program? Wondering what it is all about and whether certification is right for you? EAC's program is the only one of its kind in the world. If you're trying to decide whether you're ready to take the tests, looking for tips on how to prepare, or curious about changes planned for the program, please bring your questions to this open forum.



**Moira White** is an Ottawa-based editor and teacher with twenty-five years' experience. An EAC past president, she serves as director of editorial standards and strongly supports EAC's certification program.





**Frances Peck** (West Coast Editorial Associates) helped to develop the EAC certification program. She then chaired the committee that revised Professional Editorial Standards. Frances teaches editing at Simon Fraser University and Douglas College.

**Le point sur l'Agrément de l'ACR | 13 h à 14 h, salle 240**

Vous souhaitez en apprendre davantage sur l'avancement des travaux en regard de la création du Programme d'agrément de l'ACR? Soyez présent à la session animée par Sandra Gravel, présidente du Comité Agrément/Principes.

Au menu :

- Mise en contexte
- Objectifs à court terme et à long terme
- État de la situation
- Période de discussion



**Sandra Gravel** est réviseure et rédactrice agréée, membre agréée de la Société québécoise de la rédaction professionnelle et membre du Conseil d'administration de l'Association des femmes entrepreneures de Québec. Elle dirige les travaux du Comité Agrément/Principes pour l'ACR.

SUNDAY, JUNE 8 / DIMANCHE 8 JUIN

**Career Mojo at Work: Deceptively Simple Strategies for Times of "Crazy Busy" | 9:00–10:00, Auditorium**

Most people want to bring their best to their career and life—to be sharp, resourceful, creative—and happy. But sometimes fatigue, stress, heavy loads, or other factors get in the way—especially in times of “crazy busy.”

This session will highlight key research from the science of positivity and neuroscience, and introduce powerful—yet deceptively simple—strategies to bolster potential for better thinking, higher performance, greater resilience, fulfilment, and success in work and life.



**Eileen Chadnick** is a certified coach and principal of Big Cheese Coaching in Toronto. She authored *Ease: Manage Overwhelm in Times of "Crazy Busy"* and contributes to *The Globe and Mail*. See [www.bigcheesecoaching.com](http://www.bigcheesecoaching.com) and [www.EaseRx.com](http://www.EaseRx.com).

**Enlighten Others—and Get Paid for It: How to Launch and Run a Training Business | 10:15–11:15, Room 211**

Ever consider a career as a business trainer? This session will provide you with insights into the profession and help you take the first step to developing and teaching workshops and courses. You will discover a trainer's most important quality (do you have it?) and gain some excellent tips for preparing and delivering successful workshops to adult learners.



With 30 years in business and government communications, **Graham Young** is a trainer, writer, and editor who has conducted more than 500 writing and public-speaking seminars.

**Lunch and Learn: Speed Mentoring (pre-registration required) / Mentorat éclair (préinscription requise) | 12:30–1:30, Room 240 / 12 h 30 à 13 h 25, salle 240**

This year's speed mentors are: / Les mentors éclair pour cette année sont :



**Sandra Gravel** est réviseure et rédactrice agréée, membre agréée de la Société québécoise de la rédaction professionnelle et membre du Conseil d'administration de l'Association des femmes entrepreneures de Québec.



For nearly 20 years **Marie-Lynn Hammond** has edited everything from UN documents to trade non-fiction, novels, and poetry. In a parallel universe she's a songwriter.



**Greg Ioannou** has been a freelance editor since 1977 and has edited more than 3,000 books, as well as board games, government documents, websites, and bumper stickers.



**Lisa Jemison** is an assistant managing editor, and rights and permissions coordinator for University of Toronto Press. She previously worked for Ontario's Ministry of Education.



**Elizabeth Macfie** has built a successful editorial business, much of it through personal contacts. She has been presenting on the topic of networking since 2007.



**Gael Spivak** works in communications, including writing and editing, for the federal government and specializes in plain language writing and editing (for science and regulations).



**Rachel Stuckey** is a freelance editor, writer, and EAC volunteer who has spent the last two years travelling while maintaining her Toronto-based business. She specializes in educational materials and dabbles in travel writing and books for young readers.

### Lunch and Learn: Not-So-Senior Editors: A Q&A for Beginners (open drop-in) | 12:30–1:25, Room 241

Are you new to the profession—maybe even still looking for your first paid editing gig? If so, you probably have questions like “How do I get work?”; “What should I charge?”; and “Which dictionaries or style guides do I need?” Here you will get the answers! Experienced editor Janet MacMillan will share her expertise and facilitate discussion. Grab your lunch and drop in—the forum is open, so you can come and go as you please.



After 20 years as a lawyer, **Janet MacMillan** has over a decade of editorial experience specializing in law, social sciences, humanities, and business books, articles, and conference papers for academic presses, academics, researchers, students, NGOs, and think-tanks.

### The No-Year Plan | 1:30–2:30, Room 216

As every career counsellor will tell you, a personal business plan helps you plot your career path. It lets you consider your options and develop a strategy for the future based on factors such as the economy, the state of your industry, your abilities, and your financial and personal goals. In this talk, David Hayes will explain why you don't need one.



**David Hayes's** articles and essays have appeared in *Toronto Life*, *Reader's Digest*, *The Walrus*, *Chatelaine*, *The Globe and Mail*, and *The New York Times*. He teaches at University of King's College and Ryerson University.

### The Taxation of Income Earned from the Provision of Creative Services: An Overview | 2:45–3:45, Auditorium

This session will provide an overview of tax implications for creative service providers, including:

- the difference between income earned from employment and income earned from a business
- the deductibility of expenses
- home office expenses
- incorporating versus operating as a sole proprietor
- HST/GST issues and implications
- expenditures relating to intellectual property



**Thomas Bang** and **Jason Simon** are tax managers from BDO Canada LLP's Toronto office. They specialize in Canadian tax and have experience in owner-managed businesses and sole proprietorships.

### How to Leverage LinkedIn to Showcase Your Editorial Expertise

2:45–3:45, Room 211

Join **Leslie Hughes** from PUNCH!media as she shares actionable steps to transform your LinkedIn presence. You will learn:

- why it's important to create a strong presence on the world's largest business networking site
- the two areas you MUST change immediately to make an amazing first impression
- the key areas to focus on to showcase your editorial accomplishments



**Leslie Hughes** is a social media strategist and corporate trainer specializing in LinkedIn. She loves all things media related and thinks all editors have superpowers.

### Earn More by Working for Free / Gagnez plus en donnant de votre temps | 2:45–3:45, Room 240 / 14 h 45 à 15 h 45, salle 240

Volunteering can teach you to:

- manage budgets
- diplomatically negotiate
- build a nest egg
- hone management skills
- juggle projects
- raise your rates
- delegate
- promote your business

This panel discussion will show you how to network with other career-focused keepers on the track to success by making volunteering part of your business plan.

Le bénévolat peut vous apprendre beaucoup, par exemple :

- comment gérer un budget;
- comment négocier avec tact;
- comment vous constituer un bas de laine;
- comment raffiner vos habiletés de gestion;
- comment jongler plusieurs projets à la fois;
- comment vous y prendre pour hausser vos tarifs;
- comment déléguer;
- comment promouvoir votre entreprise.

Au cours de ce panel, vous pourrez apprendre comment vous engager sur la voie de la réussite par des échanges judicieux avec d'autres professionnels grâce au bénévolat.



As a successful serial entrepreneur, **Carolyn L. Burke** advises corporate and NGO clients on organizational improvement and strategic long-term growth focusing on financial success and leadership. Further information can be found at [integrityincorporated.com](http://integrityincorporated.com), [iguanabooks.com](http://iguanabooks.com), and [carolyn.org](http://carolyn.org).

*Entrepreneure prospère, Carolyn L. Burke œuvre auprès d'entreprises et d'organisations non gouvernementales pour les conseiller dans leur stratégie de croissance à long terme, portant une attention particulière au succès financier et à la direction. Pour de plus amples détails, veuillez consulter [integrityincorporated.com](http://integrityincorporated.com), [iguanabooks.com](http://iguanabooks.com) et [carolyn.org](http://carolyn.org).*



**Jacqueline Dinsmore** edits, writes, and translates on a freelance basis. She joined EAC in 2001 and co-chaired the 2010 conference. Now president of the national executive council, she has worked with a number of committees and task forces. / **Jacqueline Dinsmore** fait de la révision, de la rédaction et de la traduction à titre de pigiste. Elle est devenue membre de l'ACR en 2001 et a coprésidé le congrès en 2010. En tant que présidente du Conseil d'administration national, elle travaille avec plusieurs comités et groupes de travail.

*Elle est devenue membre de l'ACR en 2001 et a coprésidé le congrès en 2010. En tant que présidente du Conseil d'administration national, elle travaille avec plusieurs comités et groupes de travail.*



A translator and editor, as well as a member of EAC since 2012, **Sophie Pallotta** has more than twenty years of work experience in a variety of areas. / *Traductrice et réviseure, membre de l'ACR depuis 2012, Sophie Pallotta cumule plus de vingt années d'expérience de travail dans une variété de domaines.*

## Editing 2.0 / Révision 2.0

**SATURDAY, JUNE 7 / SAMEDI 7 JUIN**

### **Brave New World: e-Reading, e-Editing, and e-Publishing**

9:45–10:45, Auditorium

Confucius's first tweet: Choose a job you love . . .

The professions of writing, editing, and communications are being transformed by e-publishing and e-books, by bloggers, and by social media that turns everyone into a modern-day Confucius with just 140 characters of pithy brilliance to share and "like." As editors, are we losing ground or breaking new ground?

. . . and you'll never (have to) work a day in your life.



**Jennifer Latham** is past president of the EAC. She spent many years as a freelance editor, writer, and project manager. She is currently the director of editorial and production services with the Office of the Auditor General of Canada.

### **Unconference: The Senior Editor's Roundtable (senior editor session)**

*Part One: Saturday, 12:15–12:55, Room 241*

*Part Two: Sunday, 2:45–3:45, Room 241*

Calling all editors with extensive career experience! There's no speaker, no agenda. Our Senior Editor's Roundtable will follow the unconference model, for a free-flowing, information-sharing open discussion. Everyone is welcome to contribute! At the Saturday session, participants will pitch ideas to the group and then vote on a topic for the Sunday session. To get things started, our roundtable facilitator will provide a list of topics that might be of particular interest to experienced editors.



**Iva Cheung**, a Certified Professional Editor and publishing consultant, was editorial coordinator at D&M Publishers, where she implemented editorial communication, workflow, and quality control systems.

## **SUNDAY, JUNE 8 / DIMANCHE 8 JUIN**

### **An Introduction to Search Engine Optimization | 9:00–10:00, Room 211**

Do you draw a blank when you hear "SEO"? Do your eyes glaze over when someone mentions "alt text"? If you've wondered what all the hype is about, this session will help you understand what search engine optimization (SEO) is, and you'll leave with a good idea of the kinds of changes you can make in your content to make it more easily indexed by search engines.



**Anne Godlewski** started as a medical editor and later worked as a technical editor, where she applied best practices for SEO. She is now a freelancer and is the Web coordinator for EAC's Conference 2014.

### **Collaboration: A Key to Success in the Publication Process (senior editor session) / La collaboration : la clé du succès dans le processus de publication (atelier pour réviseurs chevronnés) | 9:00–10:00, Room 240**

Skills, knowledge, the ability to travel quickly from Chicago to Oxford, yoga, and coffee will take you so far. Where do you turn if the challenges you've





encountered are related to processes and teamwork? In this presentation, we'll look at five ways people work together and six factors that determine success. Using examples of your publication process challenges, we'll explore how you can find satisfaction and success as a valuable contributor to team projects.

*Vos compétences, vos connaissances, votre rapidité, le yoga et le café vous amèneront assez loin. Mais comment faire face aux difficultés liées aux processus et au travail d'équipe? Au cours de cette présentation, nous examinerons cinq moyens de collaborer et six éléments qui déterminent le succès. À l'aide de vos exemples de difficultés rencontrées durant le processus de publication, nous verrons ensemble comment l'application de ces principes contribuera à vous procurer un sentiment de satisfaction et de succès en tant que membre d'une équipe.*



**Christine Hastie** has worked with teams spanning generations on business, government, technical, and clinical publications. She works at Veterans Affairs Canada. / **Christine Hastie** possède une vaste expérience du travail d'équipe dans le cadre de la publication de textes techniques, cliniques, gouvernementaux et d'affaires. Elle travaille actuellement pour Anciens Combattants Canada.

### **Dirty Editing: The Collapsing Editorial Process (senior editor session)** 9:00–11:15, Room 241

Our Professional Standards delineate four distinct editorial skills, but the lines between them have blurred. Fewer clients want to pay for multiple phases of editing, and many schedules don't allow it. How are editors responding? From book publishing, to government, to business, what clients want and what we provide are changing. What will this move to just "editing" mean for editors, our work, and the future of publishing? This panel offers an in-depth discussion of this "new normal."



**Rosemary Shipton** is an experienced editor of books and reports and, for 17 years, was the academic coordinator of the Publishing Program at Ryerson University.



**Tammy Burns** is a writer and editor specializing in online publishing, including web writing, website management, traffic analytics, and interactive development. She is currently the online editor for the Travel + Escape television network.



**Sue Earl** is a senior technical editor at a major Canadian financial institution. She edits for technical writers across four lines of business and is the author of the in-house style guide and the standards guru.

### **How to Edit a Blog (and When and Why You Should)** 11:30–12:30, Room 216

No longer merely diary-like "web logs," blogs now rank alongside major online publications. Newspapers, magazines, and e-zines rely on blogs to increase their online reader engagement, companies use blogs to demonstrate expertise and build brand loyalty, and writers and editors are turning their blogs into online portfolios. In this session, attendees will learn how to successfully manage and edit a blog—either their own or a client's—to maximize a brand's online presence.



**Tammy Burns** is a writer and editor specializing in online publishing, including web writing, website management, traffic analytics, and interactive development. She is currently the online editor for the Travel + Escape television network.

### **Digital Publishing Opens Up New Opportunities for Pro Editors** 11:30–12:30, Room 241

Technologies such as print-on-demand and digital publishing have removed barriers for authors and smaller publishers. These new opportunities for writers can create disruption in the publishing industry. So where do editors fit in this evolving world?

The reality is that editors have never been more important to authors, publishers, and the industry. Follow this dissection of the digital publishing scene and learn more about the author's perspective and where authors recognize the importance and value an editor brings.



**Mark Lefebvre** is the director of Kobo Writing Life for Kobo, bringing 20 years of bookselling and 30 years of writing and editing experience to the role.

### **An Introduction to Project Management | 1:30–2:30, Auditorium**

In today's ever-changing work environment, people hear project management as a buzzword. But what IS project management? How would obtaining a Project Management Professional (PMP) credential assist those working in the publishing world? This talk will provide information on what project management is, the process to become a certified PMP, and some universal tools and techniques to assist you in organizing the teams you work with.



**Julie McKenna** is a certified Project Management Professional specializing in retail construction, including new builds, renovations, relocations, and multi-channel rollouts. She is a project manager in the Corporate Real Estate department of Rogers Communications, focused on retail.

### **XML for Humans: Non-geek Discussion of a Geek-chic Topic**

*1:30–2:30, Room 211*

This session will introduce you to the basics, explaining what XML is, how it is used, and why it benefits people who write and edit. Learn how clear and concise content can be created (and managed) in an XML workflow. At the end of the session you'll know the difference between an XML editor and an editor who knows XML, and you too will be able to speak about XML with confidence.



**Bernard Aschwanden** has over 20 years of experience with structured content as a writer, manager, developer, and trainer. He presents globally on XML and related topics in a relevant and engaging way.

### **Tabula Rasa: Setting Content Free with Tablet Magazines**

*2:45–3:45, Room 216*

Digital magazines have entered the mainstream, and, more and more, publishers are looking for tablet-savvy editors. This session will look at the basics of mobile publishing, from the devices and lingo to changing editorial considerations, and the not-so-obvious differences between mobile content and print. We'll look at digital magazines that are doing it well and what it means for you as an editor.



**Stacey McLeod** is a journalist and editor-in-chief of the award-winning interactive tablet app *Travel + Escape Magazine*. She has over a decade's experience editing and crafting multi-platform content and strategies for media outlets and digital start-ups.

## **Editorial Niches / Créneaux de révision**

**SATURDAY, JUNE 7 / SAMEDI 7 JUIN**

### **Reading Pictures: How to Edit Graphic Novels | 9:45–10:45, Room 216**

Novels tell stories with words. Illustrated books tell stories with words and static pictures. Graphic novels tell stories with words, artwork, lettering, sound effects, panelling, visual pacing, composition, and design. This workshop presents an overview of the unique storytelling conventions of this exciting medium and provides practical tools for addressing the challenges that can emerge during the editing process.



Editor, writer, and consultant **Alison Kooistra** is the past chair of the Toronto branch of EAC. She specializes in editing and adapting graphic novels.



**Beyond the Plain Language Edit | 11:00–12:00, Room 216**

High reading levels in information can be a barrier for many. This session will include discussion and hands-on activities to illustrate common errors and fixes. The goal is to teach specific skills to enhance the clarity and readability of text for low-literacy and limited-English readers after doing a traditional plain language edit. Attendees will test their knowledge by looking at real writing samples. This session is aimed at writers and editors who produce information for the public.



**Claire Foley** is a freelance editor and expert in plain language. She has been editing for 13 years and previously taught ESL for many years.



**Tracy Torchetti** is the senior manager of information at the Canadian Cancer Society, where she manages a team responsible for developing cancer information. Her background is in medical anthropology and adult literacy.

**Editors Making Drugs: Your Career in Regulatory Medical Writing**

1:00–2:00, Room 216

See the world! Meet interesting people! Give them experimental drugs! Regulatory editing brings you all that and more. Learn about this growing and fascinating niche and the challenges and rewards that come along with bringing new medications and medical devices to the market.



**Danielle St. Pierre** helps pharmaceutical companies navigate the regulatory process to bring new drugs and medical devices to market.

**Working as an In-House Managing Editor (senior editor session)**

1:00–2:00, Room 241

The life of a managing editor is busy—assigning stories, managing authors, hiring freelancers, ensuring deadlines are met, editing, answering emails—sometimes all at once! It can be a hectic job, and looming deadlines don't make it any less hectic. How do you get everything under control without losing your mind? What are the challenges you're up against? Find out how to keep yourself organized to keep yourself sane.



**Brooke Smith** (moderator) has worked in the magazine industry for more than 10 years. She began copy editing at *FASHION* and *Chatelaine*. She is now managing editor of *Benefits Canada*.



**Robert Steckling** is a technical writer, editor, and writing instructor with more than 15 years of experience working in the financial and IT sectors.



**Tracy Torchetti** is the senior manager of information at the Canadian Cancer Society, where she manages a team responsible for developing cancer information. Her background is in medical anthropology and adult literacy.

**Travailler dans l'édition français-langue-seconde**

10 h 15 à 11 h 15, salle 240

Au Canada anglais, toutes les principales maisons d'édition scolaires publient du matériel en français-langue-seconde. Au cours de cette séance, nous discuterons de ce créneau de langue française dans le monde de l'édition anglophone, du marché des ressources en français-langue-seconde, du rôle des réviseurs francophones, des possibilités qu'offre ce domaine et des défis particuliers qui touchent ce secteur de l'industrie de l'édition.





**Elaine Gareau** cumule 17 années d'expérience en enseignement du français-langue-seconde et 14 années à titre de réviseure et traductrice à la pige.



**Tanjah Estelle Karvonen** est rédactrice et traductrice trilingue (anglais, français, espagnol) depuis plus de 17 ans. Ses spécialisations sont : le français, l'espagnol et les études sociales. Elle a travaillé pour plusieurs maisons d'édition scolaires au Canada et aux États-Unis.



**Caroline Kloss** a œuvré pour plusieurs maisons d'édition scolaires au cours des 23 dernières années, dans le cadre de divers projets de français-langue-seconde pour le primaire et le secondaire.

### **Editing Translations: English to French and French to English / Réviser les traductions : l'anglais vers le français et le français vers l'anglais | 11:30–12:30, Room 240 / 11 h 30 à 12 h 30, salle 240**

This practical discussion will focus on bilingual editing. Panellists will consider best practices to ensure translations are accurate, appropriate for the audience, and of the highest quality. The session is open to translators and non-translators alike, but attendees should have an understanding of both languages.

*Discussion portant sur la pratique de la révision bilingue. Les membres du panel examineront quelles sont les pratiques optimales afin de s'assurer que les traductions soient exactes, adaptées au public visé et d'excellente qualité. La séance est ouverte aux traducteurs tout comme aux autres langagiers. Les participants doivent toutefois comprendre les deux langues.*



**Lesley Cameron** is a freelance editor and translator (French to English), though editing is her main occupation. She lives and works in Maple Ridge, BC. / *Basée à Maple Ridge, en Colombie-Britannique, Lesley Cameron est une traductrice-réviseure pigiste quoique son activité professionnelle principale soit la révision. Elle travaille du français vers l'anglais.*



With a background as an English-French and Spanish-French translator, **Marie-Christine Payette** started editing professionally in 2011. Recently she has worked in comparative editing and has learned extensively, adding to her background of linguistic skills. / *C'est d'abord comme traductrice que Marie-Christine Payette est entrée en contact avec les mots. Puis, en 2011, avec le démarrage de son entreprise Les traductions de Marie, elle a plongé dans le monde de la révision, ajoutant une corde de plus à son arc. Grâce à des projets variés elle ne cesse de développer ses compétences de langagière.*

### **The Future of Self-Publishing and Editors | 1:30–2:30, Room 241**

The future of publishing includes an enormous growth in the number of self-published books. And this in turn means everything wonderful for freelance editors' futures. Listen to experts discuss the rapid growth of self-publishing, what this can mean for your career, how to get a piece of the action in this expanding niche, and best practices for working with self-publishing authors. Leave with ideas for a new direction in your editing career.



Experienced editor **Arlene Prunkl** (moderator) has worked almost entirely with self-publishing authors for a dozen years, gaining valuable experience in this burgeoning niche that she's eager to share.



**Donna Dawson**, CPE, has edited 16 self-published nonfiction books on topics ranging from personal growth to business transition. She has been a freelance editor since 1996.



**Mark Lefebvre** is the director of Kobo Writing Life for Kobo, bringing 20 years of bookselling and 30 years of writing and editing experience to the role.



## Editorial Niches / Créneaux de révision

SUNDAY, JUNE 8 / DIMANCHE 8 JUIN



**Vanessa Ricci-Thode** is a freelance editor and published author specializing in genre fiction. She is active within EAC and helped launch the KWG twig.

## Language and Culture / Langage et culture

SATURDAY, JUNE 7 / SAMEDI 7 JUIN

### Tracking Change in Canadian Publishing | 11:00–12:00, Room 240

The publishing world has been turned upside down in the last decade with new technology, new formats, new business models, and the constant prediction that the book is dead. Yet Canadian publishing houses struggle on. Join these Canadian publishers for a discussion on how their companies are tracking change.



**Gillian Buckley** (moderator) has been an editor since 2007 and has worked both in-house and as a freelancer. Find her online at [www.gillianedits.com](http://www.gillianedits.com).



**Noelle Allen** is the publisher of Wolsak and Wynn, a Hamilton-based literary press. She is a board member for the Literary Press Group and member of the Literary Committee of the Hamilton Arts Council.



**Jen Knoch** is an editor at ECW Press and, as Liv Spencer, co-writes best-selling pop culture books for young people.



**Alana Wilcox** is the editorial director of Coach House Books and is currently the chair of the Literary Press Group.

### No Longer Business as Usual: Copyright Issues in e-Merging Methods and Markets | 1:00–2:00, Auditorium

Changing digital technologies have thrown our understanding of copyright into a tailspin. This session will explore some of the effects of evolving technologies on copyright and will provide hands-on, practical information to those who have to navigate copyright issues in a rapidly changing environment.



**Erin Finlay** is director of legal and government relations and general counsel at Access Copyright.

SUNDAY, JUNE 8 / DIMANCHE 8 JUIN

### Our Changing Language: When Does Wrong Become Right?

9:00–10:00, Room 216

English changes all the time, and always has. Why? Because humans. Irregardless, there are some usages that literally drive us crazy. But there are also some changes that we will have to learn to accept—and others we probably eagerly welcome. Our job as editors is to be bouncers at the door of our texts. James Harbeck will talk about how to know which ones to let in and which ones to keep out—at least for now.



**James Harbeck** is an experienced web editor and trained linguist, and is author of the blog *Sesquiotica*, the book *Songs of Love and Grammar*, and regular articles for [TheWeek.com](http://TheWeek.com).

### Do You Speak Brand? Learning to Love the Lingo! | 10:15–11:15, Room 216

Brands and businesses are discovering the power of shaping a distinct “voice” for their communications. It’s an opportunity that writers and editors

can capitalize on in a number of ways. Jeannette Hanna maps those opportunities and provides tips for burnishing your own brand image at the same time.



**Jeannette Hanna** is a brand strategist who's led projects for Scotiabank, Toronto 2015 Pan Am Games, and AGO. She lectures at the Schulich School of Business and co-authored *Ikonica: A Field Guide to Canada's Brandscape*.

### Indigenous Writing and Editing | 1:30–2:30, Room 240

Canada knows little about indigenous people and as more writers enter the market, editing can be a problem if the author is creating a story from within the author's own story structures. Lee Maracle will discuss editing difficulties from within indigenous storytelling styles.



**Lee Maracle** is one of the most prolific indigenous writers in Canada. A member of the Stó:lō Nation, she is an award-winning poet, novelist, and performance storyteller. She teaches at the University of Toronto.

## Tools and Technology / Outils et technologie

SATURDAY, JUNE 7 / SAMEDI 7 JUIN

### Faster Editing: Using PerfectIt to Check Consistency and House Style 9:45–10:45, Room 211

Learn how to save time copy-editing with PerfectIt. Users will see PerfectIt's consistency tests and learn what it can (and what it can't) do. Daniel will demonstrate how to download styles, check custom preferences, and build a custom style sheet for each client that you work with. (Software not available for Mac OS.)



**Daniel Heuman** developed PerfectIt and is managing director of Intelligent Editing. His software is used by more than a thousand professional editors around the world.

### New Editorial and Publishing Technologies | 11:00–12:00, Room 241

The technological ground beneath our feet is shifting. Editors are beginning to work in new software and coding systems. But what is now a rumble will soon become an earthquake, as a result of the demand to publish to multiple electronic platforms. This session will highlight the new models for authoring, editing, production, and publishing enabled by new technologies. Attendees will learn the skills needed to succeed in this brave new world.



**Carolyn Brown** is a freelance scientific and medical writer and editor. She also provides publishing consulting, specializing in XML-based publishing systems.

### Every Good e-Book Needs a Good Editor: Demystifying EPUB Structure for Non-Coders | 1:00–2:00, Room 211

Editors are experts at correctness, clarity, and conciseness. E-book coders strive for these same goals—they're just working with a different dictionary and a different language. This presentation demystifies the structure of EPUB for those focused on editorial development of content before it is converted into e-book formats.

This session will look at upgrading the role of the editor through styling manuscripts, doing quality assurance, and improving workflow to help create clean e-books.



**Christen Thomas** is executive director of the Literary Press Group of Canada. She recently taught e-book production at Centennial College and previously worked at eBOUND Canada, Firefly Books, Formac Publishing, and James Lorimer. She is also a published poet.

**Protecting Yourself in Your Digital World: Preventive Maintenance from a Computer Security Perspective** | 10:15–11:15, Auditorium

This session will explore our digital world, from PCs to mobile phones, and discuss ways to be safe whenever you are connected. Attendees will develop sound password strategies and review new authentication technologies, establish back-up strategies to secure data, learn about anti-malware software protection and the importance of current software/firmware versions for all devices, and take a ride through VPN tunnels to lands of potentially safer browsing methods.



**Jeffrey Peck** is the faculty coordinator for Academic Upgrading at George Brown College. He studied Computer Systems Technology at Centennial College and IT at the University of Western Sydney. He holds a Master of Teaching from Griffith University.

**Advanced Acrobatics: Tips and Tricks for PDF Mark-up (senior editor session)** | 11:30–12:30, Auditorium

Some products seemingly can't be marked up: flash menus on live webpages, presentations, apps, e-books, or copy in videos. But you can use free Adobe software to mark-up a PDF page proof or any screenshot on any operating system! Learn the e-pencil and reviewing tools, and how to navigate the mark-up for quality assurance. We'll explore other features of PDF mark-up that expedite work and increase accuracy. Applies to Mac, Windows, iPad, or other tablet.



**Adrienne Montgomerie** is a certified copy editor who teaches onscreen editing online and freelances full-time for publishers. Her 17 years in EAC ranged from editing the MPES to receiving VOTY. She is the @scieditor component of Dameditors.

**Ergonomic Balance: Make Your Workstation Work for Your Life!**  
11:30–12:30, Room 211

Although companies try to provide the best ergonomics for their staff, many times this poses a challenge for staff and employer alike. Ergonomic Balance looks at ergonomics as a double-sided coin—creating balance at the workstation but also creating postural balance in the individual. Honsberger Physiotherapy has successfully provided ergonomic solutions to companies to help promote staff productivity and prevent workplace injuries. Join experts to see how to create optimal workplace balance and health.



**Efan Gonsalves** is the clinical director of the Markham clinic and company general manager for Honsberger Physiotherapy. He is a registered physiotherapist and Certified Athletic Therapist who has worked with professional baseball players, elite figure skaters, and track athletes.



**Joseph Trambulo** is a graduate of the Physical Therapy program at Daemen College and has also studied acupuncture, manual therapy, and golf performance. A multisport athlete, Joseph is focused on injury prevention and body performance.

## Symbols

\*The senior editor stream: Sessions marked with an asterisk are aimed at mid-career and senior editors. These sessions have been designed for editors who have experience in the topic or the background to discuss a new topic at a higher level. Editors who have already mastered the fundamentals will find these sessions informative, challenging, and sure to incite some “a-ha” moments. Many of the senior editor sessions and panels are roundtables that will call for attendees to discuss the subject and contribute to the knowledge being shared, so practical knowledge is a definite asset.

†The bilingual stream: Sessions marked with a dagger are aimed at editors who have a working knowledge of both French and English. However, session attendees need not be perfectly fluent in both languages. All that is required is a basic oral understanding of both languages and an open mind. We hope these sessions will give both primarily anglophone and primarily francophone members a chance to meet and network with a wider pool of colleagues.

### LEGEND

Business  
and Career

Editing 2.0

Editorial  
NichesLanguage  
and CultureTools and  
Technology

## Symboles

\*Ateliers pour réviseurs chevronnés : Les séances marquées d'un astérisque sont conçues pour les réviseurs d'expérience ou en milieu de carrière connaissant déjà le sujet ou le domaine, afin de leur permettre d'approfondir davantage. Les réviseurs qui maîtrisent déjà les fondements sauront y trouver de précieuses informations, une mesure de défi et même des moments de vérité. Nombre de ces séances et panels sont en fait des tables rondes visant à inciter les participants à discuter du sujet en question et ainsi contribuer à la diffusion du savoir; l'expérience pratique du domaine constitue donc un atout indiscutable.

†Ateliers bilingues : Les séances marquées d'une croix sont conçues pour les réviseurs ayant une connaissance pratique du français et de l'anglais. Cependant, les participants ne doivent pas nécessairement être couramment bilingues. Une compréhension orale de base des deux langues et un esprit ouvert suffisent. Nous espérons que ces séances offriront à la fois aux membres principalement francophones et anglophones une occasion de se rencontrer et d'échanger avec un bassin élargi de collègues.

### LÉGENDE

Affaires et  
carrière

Révision 2.0

Créneaux  
de révisionLangage  
et cultureOutils et  
technologie

8:45–9:30	Opening Keynote / Conférencier invité: Douglas Gibson – Auditorium				
9:30–9:45	Break / Pause				
Room / Salle	Auditorium	211	216	240	241
9:45–10:45	Brave New World: e-Reading, e-Editing, and e-Publishing <i>Jennifer Latham</i>	Faster Editing: Using PerfectIt to Check Consistency and House Style <i>Daniel Heuman</i>	Reading Pictures: How to Edit Graphic Novels <i>Alison Kooistra</i>	Resumé Strategies for the Online Job Search <i>Pamela Paterson</i>	*†Subcontracting: / La sous-traitance <i>Michelle Boulton, Elizabeth d'Anjou, Elizabeth Macfie, Carolyne Roy</i>
10:45–11:00	Break / Pause				
11:00–12:00	How to Achieve Financial Security in Your Business and Personal Life <i>Philip Boland</i>	e-Merging in Social Media to Win Clients <i>Erin Brenner</i>	Beyond the Plain Language Edit <i>Claire Foley and Tracy Torchetti</i>	Tracking Change in Canadian Publishing <i>Gillian Buckley, Jen Knoch, Alana Wilcox, Noelle Allen</i>	New Editorial and Publishing Technologies <i>Carolyn Brown</i>
12:00–1:00	Lunch / Dîner		Sponsored Session: Financial Planning for the Professional Editor <i>Oran J. Boyle</i>	All About Certification: A Q&A Forum <i>Moirra White, Frances Peck</i>	*Unconference: The Senior Editor's Roundtable (part 1) <i>Iva Cheung</i>
1:00–2:00	No Longer Business as Usual: Copyright Issues in e-Merging Methods and Markets <i>Erin Finlay</i>	Every Good e-Book Needs a Good Editor: Demystifying EPUB Structure for Non-Coders <i>Christen Thomas</i>	Editors Making Drugs: Your Career in Regulatory Medical Writing <i>Danielle St. Pierre</i>	Le point sur l'Agrément de l'ACR <i>Sandra Gravel</i>	*Working as an In-house Managing Editor <i>Brooke Smith, Robert Steckling, Tracy Torchetti</i>
2:00–3:00	Break and Annual General Meeting Registration / Pause et inscription pour l'assemblée générale annuelle				
3:00–5:00	EAC Annual General Meeting / Assemblée générale annuelle de l'ACR – Auditorium				
7:00–9:30	Awards Banquet / Banquet de remise des prix				

Room / Salle	Auditorium	211	216	240	241
9:00–10:00	Career Mojo at Work: Deceptively Simple Strategies for Times of “Crazy Busy” <i>Eileen Chadnick</i>	An Introduction to Search Engine Optimization <i>Anne Godlewski</i>	Our Changing Language: When Does Wrong Become Right? <i>James Harbeck</i>	*†Collaboration / La collaboration <i>Christine Hastie</i>	*Dirty Editing: The Collapsing Editorial Process (part 1) <i>Rosemary Shipton, Sue Earl, Tammy Burns</i>
10:00–10:15	Break / Pause				
10:15–11:15	Protecting Yourself in Your Digital World: Preventative Maintenance from a Computer Security Perspective <i>Jeffrey Peck</i>	Enlighten Others—and Get Paid for It: How to Launch and Run a Training Business <i>Graham Young</i>	Do You Speak Brand? Learning to Love the Lingo! <i>Jeannette Hanna</i>	Travailler dans l’édition français-langue-seconde <i>Elaine Gareau, Tanjah Estelle Karoven, Caroline Kloss</i>	*Dirty Editing: The Collapsing Editorial Process (part 2) <i>Rosemary Shipton, Sue Earl, Tammy Burns</i>
11:15–11:30	Break / Pause				
11:30–12:30	*Advanced Acrobatics: Tips and Tricks for PDF Mark-up <i>Adrienne Montgomerie</i>	Ergonomic Balance <i>Efan Gonsalves and Joseph Trambulo</i>	How to Edit a Blog (and When and Why You Should) <i>Tammy Burns</i>	†Editing Translations / Réviser les traductions <i>Lesley Cameron, Barbara Dylla, Marie-Christine Payette</i>	Digital Publishing Opens Up New Opportunities for Pro Editors <i>Mark Lefebvre</i>
12:30–1:30	Lunch / Dîner			Speed Mentoring (pre-registration required) / Mentorat éclair (préinscription requit)	Not-So-Senior Editors: A Q&A for Beginners (open drop-in) <i>Janet MacMillan</i>
1:30–2:30	An Introduction to Project Management <i>Julie McKenna</i>	XML for Humans: Non-geek Discussion of a Geek-chic Topic <i>Bernard Aschwanden</i>	The No-Year Plan <i>David Hayes</i>	Indigenous Writing and Editing <i>Lee Maracle</i>	The Future of Self-Publishing and Editors <i>Arlene Prunkl, Donna Dawson, Mark Lefebvre, Vanessa Ricci-Thode</i>
2:30–2:45	Break / Pause				
2:45–3:45	The Taxation of Income Earned from the Provision of Creative Services: An Overview <i>Thomas Bang, Jason Simon</i>	How to Leverage LinkedIn to Showcase Your Editorial Expertise <i>Leslie Hughes</i>	Tabula Rasa: Setting Content Free with Tablet Magazines <i>Stacey McLeod</i>	†Earn More by Working for Free / Gagnez plus en donnant de votre temps <i>Carolyn L. Burke, Jacqueline Dinsmore, Sophie Pallota</i>	*Unconference: The Senior Editor’s Roundtable (part 2) <i>Iva Cheung</i>
3:45–4:00	Break / Pause				
4:00–4:45	Closing Keynote / Conférencier invité: Terry Fallis – Auditorium				

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