



CONFERENCE  
CONGRÈS 2016

EDITORS  
RÉVISEURS  
CANADA

# Conference program Programme d'activités du congrès

June 10–12, 2016 / 10-12 juin 2016

Coast Plaza Hotel & Suites  
1763 Comox Street  
Vancouver, BC / Vancouver, C.-B.



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# On-site check-in and information desk / Enregistrement sur place et bureau d'information

Friday, June 10 12:00 p.m. to 6:00 p.m.

Saturday, June 11 8:00 a.m. to 8:00 p.m.

Sunday, June 12 8:00 a.m. to 4:00 p.m.

*Conference foyer*

Collect your name badge, conference bag, and event tickets. Get help during the conference if questions come up.

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Vendredi 10 juin 12 h à 18 h

Samedi 11 juin 8 h à 20 h

Dimanche 12 juin 8 h à 16 h

*Foyer du congrès*

Passez récupérer votre porte-nom, votre sac du congrès et les billets pour les activités auxquelles vous vous êtes inscrit. Trouvez de l'aide si vous avez des questions pendant le congrès.



# Welcome from conference co-chairs / Accueil des coprésidentes du congrès



On behalf of the entire conference committee, we're excited to welcome you to Vancouver for Conference 2016: A Correction Connection. Putting on a national conference is a huge task—our team has been hard at work for many months, and we would like to thank everyone who has been involved in making the conference a success. We're thrilled with the lineup of speakers, sessions, and other activities, and we hope you'll agree that this year's program is second to none.



The conference theme, Relationships, was chosen by Micheline Brodeur, past chair of Editors British Columbia, and Lenore Hietkamp, chair of the Professional Editors Association of Vancouver Island. As we were getting started with conference planning, we wanted to take some time to reflect on what the conference theme meant to us. We considered the many different types of relationships editors have: those with clients, authors, publishers, graphic designers, translators, and other editors, and even with ourselves and our work. We looked at how to build relationships, nurture them, and deal with the challenges they bring. We hope that this weekend's activities will give you some insight into these topics and help you build and nurture your own relationships.

Thanks for joining us in Vancouver; we hope you have a great time!

*Amy Haagsma and Lynn Slobogian*  
Conference co-chairs

Au nom des membres du comité du congrès, nous vous accueillons avec plaisir à Vancouver pour le Congrès 2016 – Une connexion des réviseurs. Organiser un congrès national est une tâche colossale : pendant plusieurs mois, notre équipe a travaillé fort. Nous tenons à remercier tous ceux et celles qui rendent le succès du congrès possible. Une vaste gamme de conférenciers, d'ateliers et d'activités vous attendent. Nous espérons que vous serez de notre avis : le programme de cette année est sans égal.

Micheline Brodeur, ancienne présidente de Réviseurs Colombie-Britannique, et Lenore Hietkamp, présidente de la Professional Editors Association of Vancouver Island, ont choisi le thème du congrès, Relations. Dès le début, nous avons examiné de près le thème choisi et ce qu'il représentait pour nous. Nous nous sommes penchées sur les différentes relations que nous, les réviseurs, entretenons avec les clients, les auteurs, les éditeurs, les graphistes, les traducteurs et les autres réviseurs, avec nous-mêmes et notre travail. Puis, nous avons cherché des moyens d'établir des relations, de les maintenir, et de relever les défis qu'elles posent. Les activités de cette fin de semaine ont pour but de faire la lumière sur ces questions, et de vous aider à tisser et nouer des liens solides.

Nous vous remercions de vous joindre à nous à Vancouver. Nous espérons que vous aurez bien du plaisir !

*Amy Haagsma et Lynn Slobogian*  
Coprésidentes du congrès

# Conference team / Équipe du congrès

## **Co-chairs / Coprésidentes**

Amy Haagsma and/et Lynn Slobogian

## **Conference coordinator (staff) / Coordonnatrice du congrès (membre du personnel)**

Caitlin Stewart

## **Billeting coordinator / Coordonnatrice de l'hébergement**

Arlene Prunkl

## **Communications coordinators / Coordonnatrices des communications et de la promotion**

Meagan Dyer and/et Marianne Grier

## **Conference buddies coordinator / Coordonnatrice des copains du congrès**

Kitty Elton

## **Local experience coordinators / Coordonnateurs de l'expérience locale**

Eric Damer and/et Shelagh Jamieson

## **Program coordinator / Coordonnatrice du programme**

Juliann Krushen

## **Session host coordinator / Coordonnatrice des hôtes pour les séances**

Erin Parker

## **Social media coordinator / Coordonnatrice des médias sociaux**

Wendy Barron

## **Speaker coordinator / Coordonnatrice des présentations**

Wendy Barron

## **Speed mentoring coordinator / Coordonnatrice du mentorat éclair**

Frances Peck

## **Sponsorship coordinator / Coordonnatrice du parrainage**

Shelly Windover

## **Translators / Traductrices**

Josée Tardif, Luci English, Marie-Christine Payette, Sophie Pallotta

## **Vendor fair coordinator / Coordonnatrice de la foire des exposants**

Joanne King

## **Volunteer coordinator / Coordonnatrice des bénévoles au congrès**

Julian Thorsteinson

## **Webmaster / Webmestre**

Eva van Emden

## **Committee members / Membres des comités**

Annemarie Vander Veen, Carolyn Baker, Christine Peets, Dawn Cunningham Hall, Eve Rickert, Kristiana Indradat, Kyra Nabeta, Lenore Hietkamp, Margaret Shaw, María José Balbontin, Micheline Brodeur, Mike Culbertson, Nancy Holland, Sally White, Sue Archer, Susan Fitzgerald, Reg Rozee, Robin-Eliece Mercury, Yannick Lepage

## **Pre-conference committee / Comité pré-congrès**

Anne Brennan, Connie Behl, Ellen Koehler, Eric Damer, Erin Parker, Margaret Manery, Micheline Brodeur, Robyn So, Yvonne Robertson

## **On-site volunteers / Bénévoles sur place**

Adwoa Attia Opoku, Alexandra Peace, Andrea Hatley, Ann-Marie Metten, Cathy McPhalen, Carolyn Liu, Celina O'Connor, Christine Peets, Christine Rowlands, David Johansen, Elizabeth Macfie, Ellen Koehler, Frances Peck, Gael Spivak, Hugh Macdonald, Jane Fairbanks, Jennifer Foden, Jessica Marie Simard, Joanne King, Julia Cochrane, Julian Thorsteinson, Kate Harrison Whiteside, Kate Juniper, Kathy Gerritsen, Kirsten Pendreigh, Kristine Olson, Lenore Hietkamp, Lisa Ronald, Lynn Sackville, Margaret Manery, María José Balbontin, Marie-Christine Payette, Meagan Dyer, Micheline Brodeur, Mike Culbertson, Moira White, Nancy Brown, Paul Cipywnyk, Peter Moskos, Peter Schaub, Rebecca Coates, Ruth Wilson, Sally White, Susan Fitzgerald, Tiffany Fox, Valerie Mansour, Wendy Barron, Yannick Lepage

*Please see the conference website for the most current list of all of our dedicated committee members and volunteers.*

We would also like to thank Sharon McInnis for helping us secure such amazing keynote speakers.

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*Veuillez consulter le site Web pour obtenir la liste à jour de tous nos dévoués bénévoles et membres des comités.*

Nous aimerions également remercier Sharon McInnis pour son aide apportée dans l'accueil de conférenciers d'honneur exceptionnels.

## Welcome from executive director / Accueil du directeur général



It is my pleasure to welcome you to Editors Canada's 2016 conference. The conference committee has planned a series of great sessions with a wonderful slate of speakers and presenters. It's a perfect opportunity to learn, exchange ideas, and broaden your knowledge. I encourage everyone to participate, collaborate, and ask questions.

The conference is also a great opportunity to meet with other editors from across the country, get reacquainted with old colleagues, and make new friends. I hope that you will find it as educational and rewarding as I will.

Enjoy the conference!

***Patrick Banville***

Executive director

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C'est avec plaisir que je vous souhaite la bienvenue au congrès 2016 de Réviseurs Canada. Le comité a planifié une gamme d'ateliers animés par des conférenciers et des présentateurs hors pair. Vous y trouverez l'occasion idéale d'apprendre, d'échanger des idées et d'approfondir vos connaissances. Je vous encourage à participer, à collaborer et à poser des questions.

Le congrès est également l'occasion par excellence pour rencontrer des réviseurs de partout au Canada, renouer des liens avec d'anciens collègues et se faire de nouveaux amis. Je vous souhaite de vivre, comme moi, une expérience éducative et enrichissante.

Bon congrès !

***Patrick Banville***

Directeur général



# Welcome from president / Accueil de la présidente

Editors are some of my favourite people, and getting to spend a weekend with a few hundred of them in the glorious city of Vancouver will be a highlight of this year for me. We'll be listening and learning, meeting colleagues old and new, and forming friendships—in other words, as the conference theme suggests, making connections.



We've come from across the country, from a wide range of backgrounds and with experience in countless types of editing. But no matter what we bring to this gathering, we'll leave with even more.

Enjoy every minute!

***Anne Louise Mahoney***

President

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Les réviseurs, ce sont mes collègues préférés. Passer une fin de semaine avec quelques centaines d'entre eux, dans la superbe ville de Vancouver, est le fait marquant de l'année pour moi. Nous allons écouter et apprendre, rencontrer des collègues anciens et nouveaux, et lier des amitiés solides. Bref, comme le suggère le thème du congrès : établir des connexions.

Nous sommes venus des quatre coins du pays, de milieux des plus divers, et forts d'expériences de révision toutes différentes. Ce qui compte n'est pas seulement ce que nous apportons au congrès, mais aussi ce que nous en retirons.

Profitez bien de chaque minute !

***Anne Louise Mahoney***

Présidente

# Special events / Événements spéciaux

## COCKTAIL RECEPTION / COCKTAIL DÎNATOIRE

**Friday, June 10**      **5:30 p.m. to 7:30 p.m.**

*Conference foyer and terrace*

You must pick up your tickets in advance at the registration desk.

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**Vendredi 10 juin**      **17 h 30 à 19 h 30**

*Foyer du congrès et terrasse*

Les billets doivent être recueillis à l'avance au bureau d'enregistrement.

## ANNUAL GENERAL MEETING / ASSEMBLÉE GÉNÉRALE ANNUELLE

**Saturday, June 11**      **8:00 a.m. to 10:45 a.m.**

*Denman Ballroom*

Registration from 8:00 a.m. to 8:45 a.m.; meeting from 8:45 a.m. to 10:45 a.m.

All current Editors Canada members are welcome to attend the AGM. Only current Editors Canada members can vote on motions.

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**Samedi 11 juin**      **8 h à 10 h 45**

*Sal de bal Denman*

Inscription de 8 h à 8 h 45; réunion de 8 h 45 à 10 h 45.

Tous les membres de Réviseurs Canada sont invités à assister à l'assemblée générale annuelle. Seuls les membres en règle de Réviseurs Canada peuvent voter sur une motion.



## STUDENT AFFILIATE SESSION / ATELIER POUR LES ÉTUDIANTS AFFILIÉS

**Saturday, June 11** 9:30 a.m. to 10:30 a.m.

*Barclay Room and Gilford Room*

This fun, informal session is open to present and future Editors Canada student affiliates. Meet with members of the student relations committee, learn what student affiliate status offers, and join the discussion to help shape the future of the Editors Canada student affiliate program. There will be refreshments and prizes.

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**Samedi 11 juin** 9 h 30 à 10 h 30

*Salle Barclay et Salle Gilford*

Cette séance amusante et informelle est ouverte aux étudiants affiliés actuels ou futurs affiliés. Venez rencontrer les membres du comité des relations avec les étudiants, prendre connaissance des avantages à être étudiant affilié et contribuer à façonner l'avenir du programme des étudiants affiliés de Réviseurs Canada. Des rafraîchissements et des prix sont prévus.

## AWARDS BANQUET / BANQUET DE REMISE DES PRIX

**Saturday, June 11** 6:30 p.m. to 10:00 p.m.

*Denman Ballroom*

Pre-dinner cocktails from 6:30 p.m. to 7:00 p.m.; awards banquet from 7:00 p.m. to 10:00 p.m.

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**Samedi 11 juin** 18 h 30 à 22 h

*Salle de bal Denman*

Cocktails avant le dîner de 18 h 30 à 19 h; banquet de remise des prix de 19 h à 22 h.

# Connect with us / Communiquez avec nous

## SOCIAL MEDIA / MÉDIAS SOCIAUX

Be part of our online editing community during the conference by following us on Twitter. Join us on Facebook too!

 @EditorCon / #Editors2016

 2016 Editors/Révisseurs Canada Conference/Congrès

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Pendant le congrès, joignez-vous à notre communauté en ligne de réviseurs en nous suivant sur Twitter. Trouvez-nous aussi sur Facebook !

 @RevisseursCon / #Révisseurs2016

 2016 Editors/Révisseurs Canada Conference/Congrès

## WI-FI ACCESS / ACCÈS SANS FIL À L'INTERNET

Choose between two Wi-Fi networks: **Coast Conference** and **Editors Canada**. The password for both networks is **richmond**. If Shaw is your service provider, you can also use the Shaw network with your own password.

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Choisissez entre deux réseaux Wi-Fi : **Coast Conference** ou **Editors Canada**. Le mot de passe pour les deux réseaux est **richmond**. Si votre fournisseur de services Internet est Shaw, vous pouvez utiliser le réseau Shaw en entrant votre propre mot de passe.



## NETWORKING BINGO / BINGO DE RÉSEAUTAGE

New to the conference this year: networking bingo! Inspired by the conference theme, Relationships, we've designed this special version of bingo to help you mingle and make new friends. Check your conference bag for a bingo sheet with instructions on how to play for a prize. Play in English or French.

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Nouveauté au congrès cette année : bingo de réseautage ! Inspiré du thème du congrès, Relations, nous avons élaboré une variante spéciale du bingo pour vous permettre d'échanger et vous faire de nouveaux amis. Vous trouverez dans votre sac de congressiste des directives pour gagner un prix. Vous pouvez choisir de jouer en anglais ou en français.

## NETWORKING NOOK / COIN BAVARDAGE

Looking for someone to chat with, but not keen on working the crowd? Try the networking nook. When you hang out in the nook, fellow editors will know that you're up for some conversation. And if you see someone there alone, you're encouraged to go chat with them.

The networking nook is open throughout the conference. Just look for the sign near the sofas and chairs in the conference foyer.

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Vous aimeriez discuter avec quelqu'un, mais vous êtes peu enclin à affronter la foule? Rendez-vous au coin bavardage. Lorsque vous êtes dans le coin bavardage, des collègues réviseurs sauront que vous êtes disponible pour discuter. Si vous voyez à votre tour quelqu'un qui s'y trouve, vous êtes invités à aller le rencontrer pour bavarder.

Le coin bavardage est ouvert pendant tout le congrès. Surveillez les affiches près des sofas et des fauteuils dans le foyer du congrès.

## Pre-conference seminars / Ateliers pré-congrès

*Veillez prendre note que les ateliers sont offerts en anglais seulement.*

### PUBPRO 2016: FOURTH ANNUAL UNCONFERENCE FOR MANAGING EDITORS AND PUBLICATION PRODUCTION PROFESSIONALS

**Friday, June 10**                      **9:30 a.m. to 3:00 p.m.**

*Nelson Room and Denman Room*

Iva Cheung (facilitator)

Publishers often meet to discuss sales, marketing, and digital strategies, but rarely do the people who actually make the publications happen get together and brain-share. This special professional development event is a series of short participant-driven seminars, offering managing editors and production specialists the opportunity to meet others in similar roles and learn from one another.

Whether you're interested in how others approach freelancer recruitment, training, and scheduling, or have a success story to share about streamlining workflow or project management, PubPro is the place to air your production-related questions and triumphs.

*Lunch included.*

### THE BASICS OF EDITING ON PDF

**Friday, June 10**                      **9:00 a.m. to 12:00 p.m.**

*Gilford Room*

Laura Poole

The ability to mark changes on a PDF is a skill modern editors should have in their toolbox. More and more, PDF markup is becoming a preferred method for proofreading and even some copy editing. This workshop will cover the most-used tools in Adobe Reader DC for text markup and annotation, plus stamps and other tools.

*Lunch not included.*

## CREATING A HOUSE STYLE: A SIMPLE TOOL FOR PRODUCING BETTER DOCUMENTS FASTER

**Friday, June 10**      **9:00 a.m. to 12:00 p.m.**

*Barclay Room*

Elizabeth Macfie

Although dictionaries and style manuals provide answers and rules, you've noticed that there is often more than one right way to write. Do you capitalize "the Committee"? When do you spell out numbers? For emphasis, do you use bold or italics? How do you spell "judgment," punctuate vertical lists, and close letters ("Sincerely," "Regards," or with something else)? Avoid debates and save time (especially in team projects) by choosing a style and recording it in an easy-to-use guide.

In this active half-day seminar, we'll discuss what items to include, how to handle two languages, how to get buy-in, and how and when to make updates. You'll take away tools for creating your own guide.

*Lunch not included.*

## DESIGN AND PREPRESS BASICS FOR EDITORS

**Friday, June 10**      **1:00 p.m. to 4:00 p.m.**

*Barclay Room*

Eve Rickert and Franklin Veaux

This half-day workshop will educate editors to effectively communicate and collaborate with publication designers. It will cover topics such as terms and tools used by designers, the designer's workflow and how it fits with the editorial process, the role of the editor in image-heavy works, how to provide assets to designers, and what kinds of "minor" requests from writers and editors are truly minor versus which ones will make your designer curse you in their sleep.

*Lunch not included.*

## Vendor fair / Foire des exposants

**Saturday, June 11** 9:45 a.m. to 3 p.m.

**Sunday, June 12** 9:45 a.m. to 4 p.m.

*Conference foyer*

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**Samedi 11 juin** 9 h 45 à 15 h

**Dimanche 12 juin** 9 h 45 à 16 h

*Foyer du congrès*

### VENDORS / EXPOSANTS

Bastard Title

craftedvan

Editors / Réviseurs Canada

Fiona Raven Book Design

LeanPub

Lighten Up! Jewels

Mirror Image Publishing

Paper Trail Publishing

PerfectIt

photobin photography

Proofing Queen

Ruetera Designs

Simon Fraser University / Université Simon Fraser

UBC Bookstore

### BOOK EXCHANGE / ÉCHANGE DE LIVRES

As part of the vendor fair, we are hosting a book exchange for editing-related reference books. Bring in your older editions and help other editors build their collections ! Everyone who brings books will be entered into a prize draw.

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Pendant la foire des exposants, nous tenons un échange de livres pour les ouvrages de référence portant sur la révision. Apportez vos vieilles éditions et aidez d'autres réviseurs à enrichir leurs collections! Toutes les personnes qui apporteront des livres participeront à un tirage au sort.



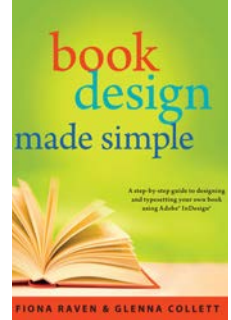
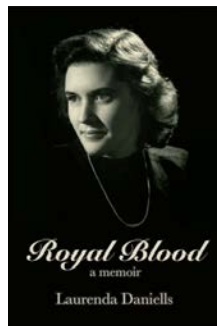
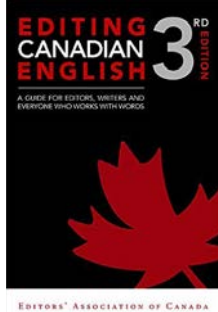
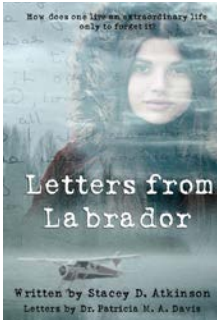
## KEYNOTE BOOK SIGNING SCHEDULE / HORAIRE DES CONFÉRENCIERS D'HONNEUR EN SÉANCE DE DÉDICACES

Books will be available for purchase during the vendor fair (though books brought from home are also welcome). Authors will be available to sign books at the times listed below.

Saturday, June 11      5:30 p.m. to 6:30 p.m.  
 Sunday, June 12      4:45 p.m. to 5:30 p.m.

Il y aura des livres à vendre à la foire (il est aussi possible d'apporter vos livres de la maison). Les auteurs seront disponibles pour des séances de dédicaces aux heures indiquées ci-dessous.

Samedi 11 juin      17 h 30 à 18 h 30  
 Dimanche 12 juin      16 h 45 à 17 h 30



## Opening keynote / Allocution d'ouverture Mary Norris



We open the proceedings with a keynote address from **MARY NORRIS**. Mary began working at *The New Yorker* in 1978, and has been a query proofreader at the magazine since 1993. She has written for “The Talk of the Town” section and for newyorker.com, where she is best known for her pieces on pencils and punctuation. Her first book is *Between You and Me: Confessions of a Comma Queen* (Norton).

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L'allocution liminaire de **MARY NORRIS** lancera le congrès. Mary a commencé à travailler au *New Yorker* en 1978 et est correctrice d'épreuves pour le magazine depuis 1993. Elle a écrit pour la section « The Talk of the Town » et pour newyorker.com, où elle est mieux connue pour ses contributions sur les crayons et la ponctuation. Son premier livre publié chez Norton s'intitule *Between You and Me: Confessions of a Comma Queen*.

### Keynote book signing schedule / Horaire des conférenciers d'honneur en séance de dédicaces

Saturday, June 11	5:30 p.m. to 6:30 p.m.
Sunday, June 12	4:45 p.m. to 5:30 p.m.
Samedi 11 juin	17 h 30 à 18 h 30
Dimanche 12 juin	16 h 45 à 17 h 30

BETWEEN  
YOU & ME



Confessions of a Comma Queen  
MARY NORRIS

# Closing keynote / Allocution de clôture

## Bill Walsh

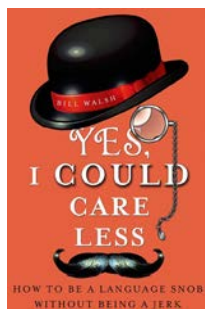
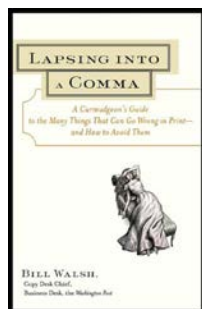
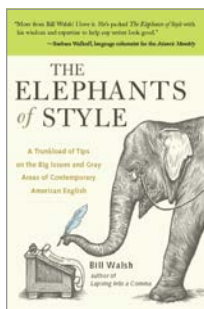
We close the conference with a keynote speech from **BILL WALSH**. Bill is a night copy editor at the *Washington Post*. He also blogs at theslot.com, tweets as @TheSlot, and is the author of three books about language: *Yes, I Could Care Less*, *The Elephants of Style*, and *Lapsing into a Comma*.



**BILL WALSH**, quant à lui, prononcera l'allocution de clôture. Bill est un réviseur de nuit du *Washington Post*. Il contribue au blogue theslot.com, participe sur Twitter sous le nom d'utilisateur @TheSlot et est l'auteur de trois livres sur la langue : *Yes, I Could Care Less*, *The Elephants of Style*, et *Lapsing into a Comma*.

### Keynote book signing schedule / Horaire des conférenciers d'honneur en séance de dédicaces

Saturday, June 11	5:30 p.m. to 6:30 p.m.
Sunday, June 12	4:45 p.m. to 5:30 p.m.
Samedi 11 juin	17 h 30 à 18 h 30
Dimanche 12 juin	16 h 45 à 17 h 30



# Sessions and speakers / Ateliers et conférenciers

SATURDAY, JUNE 11 / SAMEDI 11 JUIN  
12:45 P.M. TO 3:00 P.M. / 12 H 45 À 15 H

Editing  
practices

Pratiques en  
révision



## Copyright Law for Editors / Loi sur le droit d'auteur pour les réviseurs (SI/IS)

*Nelson Room / Salle Nelson*

This session will provide an overview of copyright law for editors, with an emphasis on the recent changes to the Copyright Act.

Cette séance fournira un aperçu de la loi sur le droit d'auteur pour les réviseurs, avec un accent sur les récents changements à la Loi sur le droit d'auteur.

**ANN CARLSEN** is a lawyer with 20 years of experience in intellectual property law. She enjoys giving presentations on copyright to special interest groups.

**ANN CARLSEN** est une avocate comptant 20 ans d'expérience en droit de la propriété intellectuelle. Elle aime faire des présentations sur les droits d'auteur à des groupes d'intérêt spéciaux.

Plain language



## Plain Language Graphic Design Principles (EN/AN)

*Denman Room*

Graphic design can support and enhance written content, when prepared thoughtfully, with the needs of the intended audience in mind. In this session we will survey components of graphic design such as images, charts, graphs, and typography from a plain language perspective. The focus will be on identifying elements of effective designs that enhance readability and support reader understanding, in contrast to ineffective designs that rely on superficial decoration.

**FLORA GORDON** designs for numerous public sector organizations. She developed a plain language graphic design curriculum with SFU, where she teaches design for editors.

New & growing  
markets

## Editing for the Web without Lowering Your Standards (EN/AN)

*Comox Room*

People visit websites with a need, and if a site doesn't fulfill that need, they'll click away before you can say "See ya!" Website editors can help keep visitors reading by shaping and formatting copy to hold readers' attention.

In this session, Copyediting editor-in-chief Erin Brenner will teach you how to edit websites to keep readers interested while upholding grammar and usage rules.

**ERIN BRENNER** has been editing the web since 2000 and hasn't abandoned her editorial values yet. Erin is the publisher and editor-in-chief of Copyediting newsletter.



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## Websites That Work: Creating and Optimizing Your Online Calling Card (EN/AN)

*Gilford Room*

It's not enough anymore just to be on the web—your online presence has to stand out. This two-part session first shows you how to create an attractive, effective website, and then outlines techniques to convert website visitors into clients. Topics include easy-to-use site-building tools, web design best practices, search engine optimization, and social media integration (including blogging). Whether you're just getting online or hoping to better leverage your website, this session is for you.

**CHRISTINA VASILEVSKI** graduated from Ryerson University's book publishing program. She has written and edited copy for organizations like Rogers Communications and the Yellow Pages.

**ROBIN MARWICK** is a writer, editor, and content strategist with 15+ years' experience in web and multimedia. She has a chemistry degree and an Airedale.

Business  
practices



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## Pre-Editors and Scouts: Editing Fiction for Authors Prior to Submission to Presses/Agents (EN/AN)

*Barclay Room*

Are you a freelance editor of adult or YA fiction looking to expand your clientele beyond publishers? Authors are increasingly hiring editors directly to substantively edit their manuscript and prepare it for submission to agents or publishers. Learn what is expected from authors seeking reader's reports, manuscript assessments, substantive and line edits, publisher research, and submission letter prep and how you can sell these skills to your target audience.

**JOY GUGELER** has edited for Quarry, Beach Holme, Raincoast, and ECW presses, and has taught editing and publishing at Ryerson, SFU, and VIU. She operates Chameleon Consulting.

Editing  
practices



Business  
practices  
Pratiques  
commerciales



## Networking 2.0: Growing Your Client Base through Social Media / Réseautage 2.0 : accroître sa clientèle grâce aux médias sociaux (SI/IS)

*Nelson Room / Salle Nelson*

In today's world, having an interactive online presence can be an effective way to find new clients, but it's often difficult to determine the right approach. Find out how websites, blogs, and other social media tools can be used to grow your editing business without driving you crazy. Whether you are a social media enthusiast or someone who doesn't know where to start, this session is for you.

Aujourd'hui, avoir une présence interactive en ligne peut être une façon efficace de trouver de nouveaux clients. Toutefois, il est souvent difficile de déterminer la bonne approche. Découvrez comment les sites Internet, les blogues et les autres outils médiatiques sociaux peuvent faire accroître votre entreprise de révision sans vous rendre fou. Que vous soyez passionné des médias sociaux ou que vous soyez quelqu'un qui ne sait pas trop par où commencer, cette séance est pour vous.

**SUE ARCHER** is a marketing and communications strategist, blogger, and freelance fiction editor who enjoys working with self-publishing authors.

**SUZANNE PURKIS** is a freelance writer and editor with more than 16 years of communications experience. She sits on the Editors Canada member services committee.

**SUE ARCHER** est stratège en marketing et en communication. Elle est une blogueuse et une réviseure pigiste en fiction qui adore travailler avec des écrivains à compte d'auteur.

**SUZANNE PURKIS** est une réviseure et rédactrice pigiste avec plus de 16 ans en communication. Elle siège au Comité des services aux membres de Réviseurs Canada.

Relationships



## What Writers Want: A Writer's Perspective on Working with Editors (EN/AN)

*Denman Room*

Bestselling author and journalist Julie Barlow reviews over two decades of experience as a freelance writer to illustrate the importance of building relationships with editors for different stages of her career. Working with editors is a give-and-take process that evolves as writers gain experience. For instance, young writers benefit from editors who challenge them, while mid-career authors get more from editors who include them in decision-making.

This workshop is for both writers and editors.

**JULIE BARLOW** has co-authored four books on language and culture, including international bestsellers. Her writing has appeared in print media across North America and Europe.

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## It's Not Me, It's You: Improving Your Relationship with Your Computer (EN/AN)

*Comox Room*

Your computer should be your trusted partner. But as with every relationship, you have to learn its strengths. This workshop will showcase a variety of software that will help you use your computer as more than an electronic pen and paper. Learn how to improve the way you check for consistency mistakes, how you format references, and even how to make better use of simple functions like search and copy/paste.

**DANIEL HEUMAN** is the developer of PerfectIt and the founder and CEO of Intelligent Editing. His software is used by thousands of professional editors worldwide.

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Tech & tools



## Beyond the Reader: How Academic Editors Can Help Knowledge Users (EN/AN)

*Gilford Room*

What happens after research is published in an academic journal? Health, natural, and social science researchers face increasing pressure from funding agencies to translate their findings to something that is accessible to readers. Discover the role editors can play in the burgeoning field of knowledge translation, and how tools like reporting guidelines can help you help your clients get the most out of their work.

**IVA CHEUNG** is a Certified Professional Editor and has won the Tom Fairley Award for Editorial Excellence. She is a PhD candidate in knowledge translation.

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Plain language



## Become a Writing Coach: Earn More and Promote Your Editing Business (EN/AN)

*Barclay Room*

Customized, one-on-one micro-learning can be a cost-effective and convenient way for people to increase their writing skills. Learn how a trainer repurposed her group-workshop content and teaching methods to profit from this market. We'll discuss coaching principles, needs assessment, session length, pricing, handout and exercise creation, trainer-notes writing, and progress assessment.

Certified editor **ELIZABETH MACFIE** has been an editor for *SI / IS Simultaneous interpretation / Interprétation simultanée*

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Senior editors



20 years and a trainer for 11, and she is a past chair of Editors Ottawa-Gatineau.

4:30 P.M. TO 5:30 P.M. / 16 H 30 À 17 H 30

Business  
practices

Pratiques  
commerciales

### Speed mentoring / Le mentorat éclair (EN/AN + FR)

*Conference foyer / Foyer du congrès*

Speed mentoring offers editors of all experience levels a unique opportunity for advice and feedback from someone who's been there.

Le mentorat éclair propose aux réviseurs—peu importe leur nombre d'années d'expérience—une occasion unique d'obtenir des conseils ou des renseignements de la part de professionnels qui sont déjà passés par toutes les étapes.

Mentors : Erin Brenner, Gael Spivak, Julia Cochrane, Juliann Krushen, Laura Poole, Lenore Hietkamp, Marie-Christine Payette, Ruth Wilson

*Facilitated by / Animée par Frances Peck and/et Arlene Prunkl.*

Tech & tools  
Outils et  
technologies



### How Editors Can Use Crowdfunding / Comment les réviseurs peuvent utiliser le sociofinancement (SI/IS)

*Nelson Room / Salle Nelson*

Imagine: A wonderful project comes in. You prepare an estimate. Then the client says, "I only budgeted \$30 for editing!" You can try to wheedle more money out of the client, or you can have them crowdfund to cover your fee. This session explains how crowdfunding works and how to help a client set up a crowdfunding campaign. You may never have to turn away a client who can't afford you again.

Imaginez : un beau projet se présente. Vous faites une estimation. Puis, le client dit : « Je n'ai que 30 \$ pour la révision ! » Vous pouvez essayer de lui soutirer plus d'argent ou vous pouvez le financer pour couvrir vos frais. Cette séance vous expliquera comment fonctionne le sociofinancement et comment aider un client à lancer une campagne de sociofinancement. Vous pourriez ne plus jamais devoir refuser un client qui ne peut s'offrir vos services.

Former disc jockey **GREG IOANNOU** evolved from a record reviewer in his spare time to a professional editor running a publishing company and a crowdfunding site.

Des auteurs ont offert de payer **GREG IOANNOU** pour qu'il publie leurs livres. Il les a persuadés d'utiliser le sociofinancement. Tout allait bien... jusqu'à ce qu'il ait un site de sociofinancement.



## Editing Copy for the Mobile Web and App Development (EN/AN)

*Denman Room*

Curious about editing copy for apps for smartphones, tablets, and mobile versions of web pages? This session will look at tools that User Experience (UX) and User Interface (UI) designers use, digital content workflows, and how editing for mobile development differs from other editorial projects.

**CHRISTINA VASILEVSKI** graduated from Ryerson University's book publishing program. She has written and edited copy for organizations like Rogers Communications and the Yellow Pages.

New & growing markets



## Who Are You, and Who Are You Talking To? (EN/AN)

*Comox Room*

Everything we say or write says something about our identity, the identity of our hearer or reader, and our relationship. In industry-specific texts, you need jargon. In articles or ads addressed to certain groups, you may want to use particular words or turns of phrase. But how do you make sure you're doing it right—and how do you know when not to do it?

**JAMES HARBECK** is a linguist, editor, and well-known writer on language and linguistics. His articles appear on websites such as The Week, BBC.com, and Sesquiotica.

Relationships



## Le style APA en français : enjeux et ressources disponibles (FR)

*Salle Gilford*

Le style de présentation, citation et référence APA est fréquemment utilisé au Québec et au Canada français. Toutefois, il n'y a pas eu d'adaptation formelle en français, ce qui peut poser un dilemme pour le réviseur. Je résumerai les grandes lignes du style APA en français en soulignant certaines variations, nous ferons un exercice et je distribuerai une liste de ressources. (Le temps sera réparti selon les besoins exprimés par les participants.)

**ANNE CURRY** est devenue réviseure après une longue carrière en éducation. Elle enseigne le style APA en français aux étudiants à la maîtrise depuis 2008.

Pratiques en révision



## Inbox Zero, or Calming Down Monkey Mind (EN/AN)

*Barclay Room*

Knowledge of all our myriad responsibilities continually occupies our minds, which leaves little bandwidth for the

Business practices



creative work we do. We need to keep our obligations outside of our minds in a trusted system. In this session you will learn how to empty your email inbox and put the information it contains in the right places, then see how an empty inbox can help you be more productive and effective at work.

**LUIGI BENETTON** continually looks for ways to hack his productivity systems. During his downtime, he writes for business-to-business (B2B) technology companies and various periodicals.

**SUNDAY, JUNE 12 / DIMANCHE 12 JUIN**  
**9:00 A.M. TO 11:15 A.M. / 9 H À 11 H 15**

Business practices

**Breaking the Feast or Famine Freelance Cycle (EN/AN)**  
*Nelson Room*



Freelancers often find themselves either overscheduled or in a lull with not much to do. How do you create and maintain a steady stream of work? Find out how to cope with both feast and famine without losing your mind. This session will discuss balancing your work with the rest of your life, cultivating regular clients, anticipating waves of work and slow times, evolving your business, making choices to maximize your billable time, and more.

**LAURA POOLE** is the founder of Archer Editorial Services and Editorial Bootcamp. She is also the co-owner and director of training for Copyediting.

New & growing markets  
 Marchés nouveaux et en croissance

**PANEL: Graphic Novels & Comics: Creation, Editing, and Promotion / Romans illustrés et bandes dessinées : création, rédaction et promotion (SI/IS)**  
*Denman Room / Salle Denman*



This presentation will look at some of the key aspects of producing a graphic novel in sole creator and anthology form. It will look at the step-by-step process of editing comics, starting with the script, and moving on to creating artwork to match the written text and how this informs the theme. It will also discuss how artists and writers promote and get their work published both in print and online.

Cette présentation se penchera sur certains aspects clés de la réalisation d'un roman illustré en tant que seul créateur et sous la forme d'une anthologie. Elle examinera chaque étape du processus de l'élaboration des bandes dessinées, commençant par le scénario, créant des œuvres venant appuyer le texte et voyant comment ceci compose le thème. Elle traitera également de la manière dont s'y

prennent les artistes et écrivains pour faire la promotion de leur œuvre et la faire publier sous forme imprimée ou en ligne.

**JEFF BURGESS** is the continuing studies visual arts coordinator at Langara College, where he has created two new programs. Jeff also teaches at Capilano University.

**JEFF ELLIS** is the president of the Vancouver-based comic book collective Cloudscape and teaches in the Langara College graphic novel program.

**JONATHON DALTON** is a Vancouver-based Xeric-winning cartoonist who writes and draws comics. He teaches in the graphic novel program at Langara College.

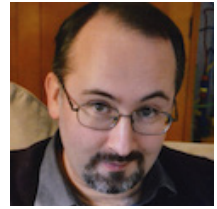
**ROBIN THOMPSON** has illustrated his own brand of independent comic books. He is an instructor at Langara College and Emily Carr University.

**JEFF BURGESS** est le coordonnateur des arts visuels au département de l'éducation permanente du Langara College, où il a créé deux nouveaux programmes. Jeff enseigne aussi à l'Université Capilano.

**JEFF ELLIS** est le président du collectif de bandes dessinées Cloudscape basé à Vancouver et enseigne le programme de roman illustré au Langara College.

**JONATHON DALTON** est un dessinateur récipiendaire du prix Xeric basé à Vancouver qui écrit et dessine des bandes dessinées. Il enseigne le programme de roman illustré au Langara College.

**ROBIN THOMPSON** a illustré sa propre marque de bandes dessinées indépendantes. Il est enseignant au Langara College et à l'Université Emily Carr.



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## Making It Work: Editors in the New “Freelance Economy” (EN/AN)

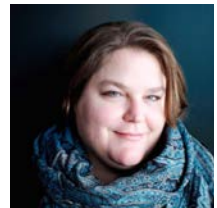
*Comox Room*

This eye-opening session will explore the new “freelance economy” and its implications for experienced and new freelancers. The marketplace is changing rapidly, and we must adapt or risk being left behind. That means rethinking how we market ourselves, cultivate our networks, provide services, and engage with technology. This session will provide fresh ideas, helpful resources, and inspiring examples of how freelancers are positioning themselves for sustainable success.

**JACLYN LAW** has been a freelance writer and editor for 10 years, working with magazines, corporate clients, non-profits, and websites. She is a past president of PWAC Toronto.

**RACHEL STUCKEY** spent two years running her freelance editorial business from cafés, hotel rooms, house-sits, beach bungalows, and hostel beanbags around the world.

Business  
practices



## Plain language



## The Plain Language Edit: When Client Expectations Clash with Reality (EN/AN)

*Gilford Room*

Finally, you have a client who says they want a plain language edit. You revise the formatting, terminology, and syntax and submit your edit. And then the client rejects your changes. We've all experienced this scenario—when client expectations of an edit clash with reality.

**TRACY TORCHETTI** is director of cancer information at the Canadian Cancer Society. Her background is in medical anthropology and adult literacy.

**CLAIRE FOLEY** is a freelance editor and expert in plain language who freelances for various health, technical, and legal organizations.



## Senior editors

## PANEL: Those Who Can, Do—and They Teach (EN/AN)

*Barclay Room*

This session is for writers and editors who teach—and for those who would like to add this to their professional accomplishments.

In what is sure to be a robust session we will have a panel of experts who have been teaching courses in community centres or at a post-secondary institution discussing the following:

- Developing your course(s)
- Working with all ages
- Challenges of adult learners
- Writing for pleasure or publication

...and more.

**CHRISTINE PEETS** is a writer, blogger, and writing instructor based in Napanee, Ontario. She has taught writing and business communications courses since 2003.

**KATHE LIEBER**, a writer, editor, and translator from Montreal, co-led a writing workshop for 18 years and has mentored writers with an interest in editing.

**ELIZABETH D'ANJOU** is a freelance editor based in beautiful Prince Edward County who teaches online for Ryerson's Publishing Program and presents editing workshops across Canada.



**ERIN BRENNER** has been editing the web since 2000 and hasn't abandoned her editorial values yet. Erin is the publisher and editor-in-chief of Copyediting newsletter.

**HEIDI TURNER** specializes in legal, medical, and financial writing for corporate clients. She is developing a course on the business side of editing for SFU.



11:30 A.M. TO 12:30 P.M. / 11 H 30 À 12 H 30

## **Before and After: A Makeover for Your Tables, Charts, and Graphs / Avant et après : une métamorphose pour vos tableaux, diagrammes et graphiques (SI/IS)**

*Nelson Room / Salle Nelson*

Well-dressed tables, charts, and graphs can be wonderful storytellers. As editors, we need to make sure they are dressed for success. Starting with unattractive, ineffective examples, Michelle Boulton will show you how to clean them up and turn them into stylish raconteurs that draw attention to key points and convey information effectively. She'll demonstrate techniques to help you make over your tables and illustrations so that they get attention and meet the needs of their audience.

Bien présentés, les tableaux, diagrammes et graphiques peuvent s'avérer de merveilleux conteurs. Comme réviseurs, nous devons nous assurer qu'ils ont la présentation appropriée. Débutant avec des exemples peu attirants, inefficaces, Michelle Boulton vous montrera comment les nettoyer et les convertir en raconteurs stylisés qui attirent l'attention sur les points clés et transmettent l'information efficacement. Elle démontre des techniques qui vous aideront à concevoir des tableaux, des illustrations qui attireront l'attention et répondront aux besoins du public visé.

**MICHELLE BOULTON** facilitates "clear communication by design." As a writer, editor, designer, and instructor, she helps people create documents that clearly communicate their intended message.

**MICHELLE BOULTON** anime « clear communication by design ». Écrivaine, réviseuse, conceptrice graphique, formatrice, elle aide les gens à créer des documents qui communiquent clairement le message voulu.

Editing practices  
Pratiques en révision



## Plain language



## PANEL: The Plain Language Process—Professionals Share Tips on Successful Projects (EN/AN)

*Denman Room*

The plain language process encompasses audience assessment, style guides, writing and editing practices, document design, and user testing. Find out how our panel of professionals approach plain language projects to ensure clear content that gets results. We will help you plan the blueprint for your next plain language initiative. We'll share tips on what has worked best, leaving you with a clearer picture of the process from start to finish.

**KATE HARRISON WHITESIDE** has over 20 years' plain language experience as a writer/editor, project lead, and trainer in Canada and the UK.

**CHERYL STEPHENS**, a clear communication consultant since 1990, teaches writing and editing. A wizard, she has published four books on plain language work.

**TRACY TORCHETTI** is director of cancer information at the Canadian Cancer Society. Her background is in medical anthropology and adult literacy.

**CLAIRE FOLEY** is a freelance editor and expert in plain language who freelances for various health, technical, and legal organizations.

## Relationships



## How to Work with Self-Publishing Authors: The Agony and the Ecstasy (EN/AN)

*Comox Room*

Editing for self-publishing authors is arguably the biggest new editorial niche for editors. In this session, enjoy an in-depth discussion of the best practices, advantages, pitfalls, and enormous pleasures of working with self-publishing authors in this burgeoning editorial niche. Among other things, the session will cover the importance of developing a deep knowledge of the industry and how working with indie authors differs from working with authors in traditional publishing.

With over 160 manuscripts to her credit, **ARLENE PRUNKL** is an experienced freelance editor who has worked almost entirely with self-publishing authors for 14 years.

## Get Booked Solid: A Simple Growth Plan for Your Business (EN/AN)

*Gilford Room*

Are you wondering how to fill your roster of clients and book enough business to make a great living? It comes down to three key elements: planning, relationship-building, and standing out in your field. In this workshop, you'll learn the exact steps you should take to build your business to capacity and maximize your income potential—authentically and masterfully.

When **JESSICA OMAN** isn't helping entrepreneurs create and execute their business plans, she is road-tripping or developing her appreciation for a good West Coast IPA.

Business  
practices



## #EditorsGetSocial: Getting Started in Social Media (EN/AN)

*Barclay Room*

Tweet it. Like it. Share it. Everyone is using social media, including #editors. If you are new to social media or would like to know more about how to use it for networking and professional development, this session is for you. Learn the steps to connecting with influencers and becoming one yourself. #YVR

**NATASHA NETSCHAY DAVIES** (@NatashaNDavies) develops integrated PR, online communications, and digital/social media campaigns. She helps companies share their stories and messages with a strategic mix of brand journalism and content marketing, and teaches part-time at SFU.

Tech & tools



1:30 P.M. TO 2:30 P.M. / 13 H 30 À 14 H 30

## Big Picture Editing: Content Planning with a Purpose, from the Editor-in-Chief's Perspective / La rédaction avec une vision d'ensemble : planification de contenu servant un objectif, du point de vue de la rédactrice en chef (SI/IS)

*Nelson Room / Salle Nelson*

There's always a big-picture objective behind written content. This session uses examples drawn from the speaker's editorial experience working at small magazines and for an audience of Parliament Hill decision makers to show how the big picture influences the subtleties of writing and editing content. Jodi will also incorporate the viewpoints of editors and communications executives to provide a broad view of how editors and content producers can work together to achieve a goal.

Editing  
practices

Pratiques en  
révision



Tout contenu écrit cache un objectif global. Cette séance utilise des exemples de l'expérience rédactionnelle de la conférencière dans des petits magazines et pour un public de décideurs de la Colline démontrant comment la vision d'ensemble influence les subtilités de la rédaction et de la révision de contenu. Jodi intégrera les points de vue de réviseurs et de gestionnaires des communications, dressant un portrait général de la façon dont les réviseurs et les producteurs de contenu peuvent collaborer pour atteindre un objectif.

**JODI DI MENNA** has led the launch and reinvention of magazines and corporate websites. She is now senior writer/ editor for the Canada Foundation for Innovation.

**JODI DI MENNA** a dirigé le lancement et la réinvention des magazines et des sites d'entreprise. Elle est maintenant rédactrice-révisseuse senior pour la Fondation canadienne pour l'innovation.

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### Senior editors



## Grab Your Career by the Ears and Give It a Very Thorough Shake (EN/AN)

### *Denman Room*

Some editors copy edit throughout their careers, often by choice, while some get into other kinds of editing or editing-related tasks. Others jump into different markets or non-editing tasks. A handful vault into related roles, such as publishing or teaching. A few even wormhole copy editing to unexpected places like politics, private investigation, or owning the Ottawa Senators. This session is about rethinking your career options.

Former disc jockey **GREG IOANNOU** evolved from a record reviewer in his spare time to a professional editor running a publishing company and a crowdfunding site.

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### Relationships



## Dialogue on Editing Indigenous Writing (EN/AN)

### *Comox Room*

Nisga'a poet Jordan Abel and editor Ann-Marie Metten discuss issues in editing Indigenous writing, focusing on the best practices for non-Indigenous editors working with Indigenous authors. Emerging from this dialogue will be a discussion of productive and culturally sensitive editorial methods for understanding and preserving Indigenous narrative voice and worldview, as well as protocols for publishing traditional stories. This discussion will also focus on overcoming cultural barriers in the author-editor relationship.

**ANN-MARIE METTEN** is managing editor at Talonbooks, and has edited the manuscripts of Indigenous writers such as Tomson Highway, Bev Sellars, Drew Hayden Taylor, Marie Clements, and many others.





**JORDAN ABEL** is a Nisga'a poet, editor, and PhD candidate from Vancouver. CBC Books named Abel one of 12 Young Writers to Watch (July 2015).

## **Antidote 9 : Nouveautés (FR)**

*Salle Gilford*

En novembre dernier, *Druide informatique* lançait une toute nouvelle version d'*Antidote*. En plus d'étoffer—encore—ses ouvrages et de bonifier ses fonctions existantes, *Antidote 9* s'accompagne désormais d'un volet de correction consacré au style. Et pour la première fois, *Antidote* s'enrichit d'un module anglais offrant tous les dictionnaires, guides et fonctionnalités qui ont fait la renommée de cet indispensable outil de rédaction et de révision. Venez découvrir les nouveautés d'*Antidote 9*.

**LOUISE SAINT-ANDRÉ** est réviseure et formatrice. Elle utilise et enseigne *Antidote* depuis de nombreuses années.

Outils et technologies



## **Are You Certifiable? Preparing for Editors Canada's Certification Exams (EN/AN)**

*Barclay Room*

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

**JEANNE MCKANE**, CPE, is a Toronto-based freelance editor specializing in health care and medical editing. She is co-chair of Editors Canada's certification steering committee.

**ANNE BRENNAN**, CPE, is a Vancouver-based editor specializing in educational, technical, and corporate materials. She is co-chair of Editors Canada's certification steering committee.

Editing practices



**2:45 P.M. TO 3:45 P.M. / 14 H 45 À 15 H 45**

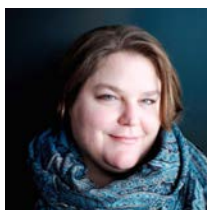
## **Freelancing on the Road: How to Be a Digital Nomad / Pigiste sur la route : comment être un nomade numérique (SI/IS)**

*Nelson Room / Salle Nelson*

An office overlooking the ocean, \$1 iced coffees, and \$12 massages. Sound like the dream? Now add sweltering heat, spotty Internet, and 2 a.m. conference calls. Are you rethinking it? From the Internet cafés of Europe to the

Business practices

Pratiques commerciales



beach huts of Southeast Asia, the digital nomad movement is growing rapidly. Do you have what it takes to get on board? Join the Nomadic Editor for both a reality check and inspirational how-tos.

Un bureau avec vue sur l'océan, des cafés glacés à 1 \$, des massages à 12 \$. Vous croyez rêver? Ajoutez à ça : chaleur accablante, connexion Internet instable, conférences téléphoniques à 2 h. Y avez-vous repensé? Des cybercafés d'Europe aux cabines de plage d'Asie du Sud-Est, le mouvement nomade numérique évolue rapidement. Avez-vous ce qu'il faut pour emboîter le pas? Rejoignez the Nomadic Editor pour une confrontation avec la réalité et des conseils inspirants.

**RACHEL STUCKEY** spent two years running her freelance editorial business from cafés, hotel rooms, house-sits, beach bungalows, and hostel beanbags around the world.

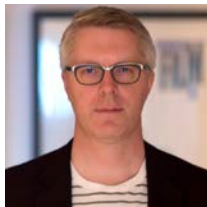
**RACHEL STUCKEY**, pigiste, a passé deux ans à exploiter son entreprise de révision de : cafés, chambres d'hôtel, maisons gardées, bungalows de plage et fauteuils poires d'auberges autour du monde.

## Editing practices

### Debate: Is It Time to Kill the Apostrophe? (EN/AN) *Denman Room*



For such a tiny mark, the apostrophe has attracted a lot of controversy recently. Two outspoken, articulate expert editors with opposing views on the apostrophe's fate will duke it out like the good Canadians they are: in a parliamentary-style debate. James Harbeck maintains that it's well past time for the apostrophe to make an exit; Elizabeth d'Anjou argues that the mark remains an essential part of written English.



**ELIZABETH D'ANJOU** is a freelance editor based in beautiful Prince Edward County who teaches online for Ryerson's Publishing Program and presents editing workshops across Canada.

**JAMES HARBECK** is a linguist, editor, and well-known writer on language and linguistics. His articles appear on websites such as The Week, BBC.com, and Sesquiotica.

*Moderated by Anne Louise Mahoney.*

## Tech & tools

### Introduction to Web Content Strategy for Editors (EN/AN)

*Comox Room*

Many editors are already doing content strategy—including information architecture, project management, content management, content marketing, and yes,

editing—without realizing it. This session will give an overview of content strategy and the content life cycle, and introduce participants to specific techniques, such as content audits and content modeling. Participants will learn ways to make sure that their content works as efficiently as possible.

**ROBIN MARWICK** is a writer, editor, and content strategist with 15+ years' experience in web and multimedia. She has a chemistry degree and an Airedale.



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## The Client from Hades—Or Somewhere Close By (EN/AN)

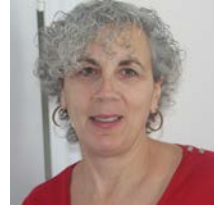
*Gilford Room*

How do you deal with that “difficult” client—a great writer who isn’t convinced she even needs an editor? Eavesdrop on conversations between author and editor. Every so often the editor will throw up her arms in exasperation and ask workshop participants to share experiences and strategies to help solve particular dilemmas. Will author and editor reach an agreement satisfactory to both? Can we send the client home happy?

**VALERIE MANSOUR** edits reports, theses, and books. She writes profiles for an immigrant services association, researches documentary films, and writes about food for regional magazines.

**ANNE CURRY** came to editing after a career in teaching and educational administration. She specializes in dissertations and articles that use her beloved APA style.

Relationships



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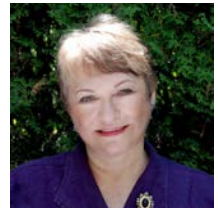
## The “General Public” as Audience Is Not an Amorphous Mass (EN/AN)

*Barclay Room*

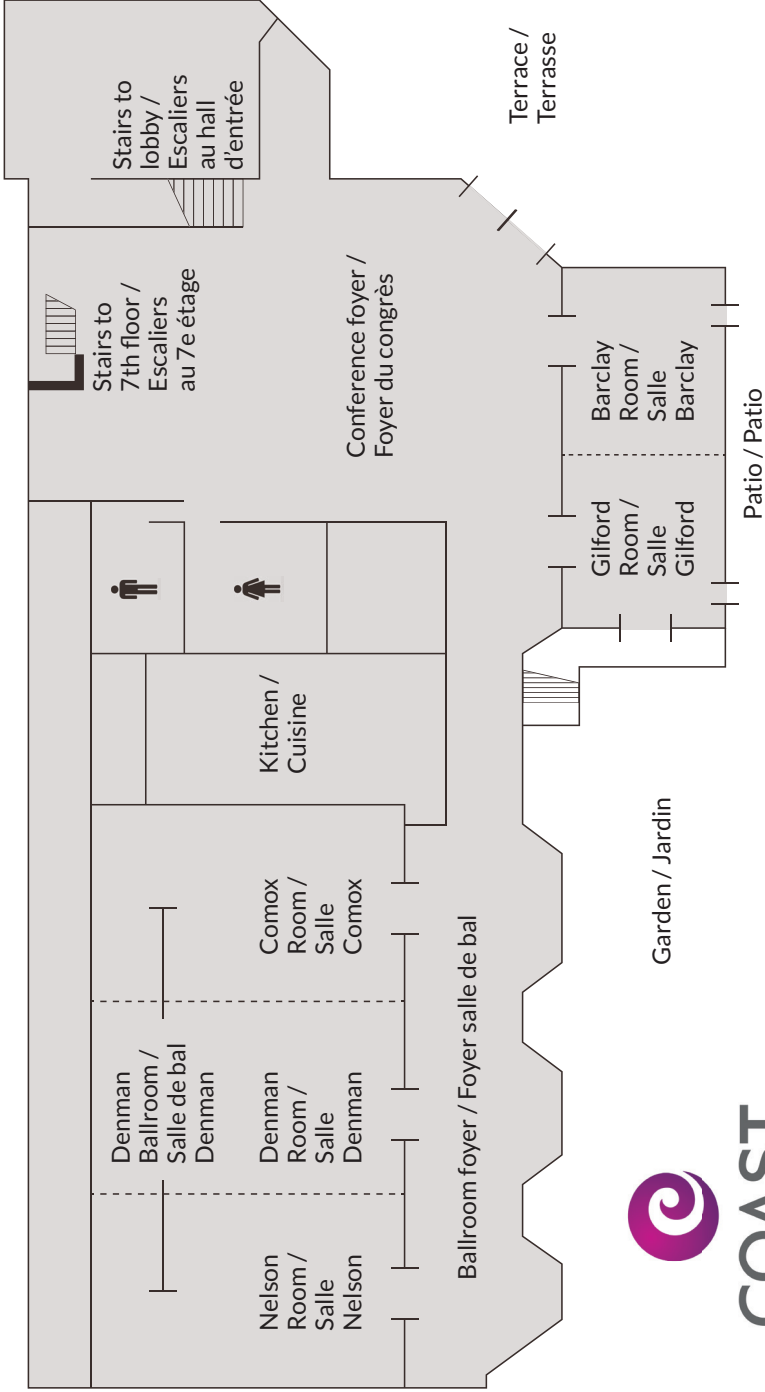
The “general public” is too amorphous a description of audience to give an accurate idea of modern readers. Readers face invisible challenges and hidden needs that affect their understanding and reading processes. Editors can help authors identify and compensate for those challenges and needs to ensure effective message delivery. You’ll leave with statistical evidence and an awareness you can use to strengthen your audience analysis and support your recommendations to clients.

**CHERYL STEPHENS**, a clear communication consultant since 1990, teaches writing and editing. A wizard, she has published four books on plain language work.

Plain language



# Floor plan / Plan



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Conference level / Étage congrès

# Schedule / Horaire

## Friday, June 10 / Vendredi 10 juin

Time / Heure	Foyer and terrace Foyer et terrasse	Nelson Room Salle Nelson	Denman Room Salle Denman	Comox Room Salle Comox	Gilford Room Salle Gilford	Barclay Room Salle Barclay
9:00 a.m. / 9 h						
9:30 a.m. / 9 h 30		PubPro 2016: Fourth annual unconference for managing editors and publication production professionals			The basics of editing on PDF	Creating a house style: A simple tool for producing better documents faster
12:00 p.m. / midi				PubPro 2016 lunch (included)		
1:00 p.m. / 13 h						
3:00 p.m. / 15 h						
4:00 p.m. / 16 h						
5:30 p.m. / 17 h 30						Design and prepress basics for editors
	Break / Pause					
	Cocktail reception / Cocktail d'înatoire					

# Saturday, June 11 / Samedi 11 juin

Time / Heure	Foyer and terrace Foyer et terrasse	Nelson Room Salle Nelson	Denman Room Salle Denman	Comox Room Salle Comox	Gilford Room Salle Gilford	Barclay Room Salle Barclay
8:00 a.m. / 8 h	Breakfast / Déjeuner AGM registration / Inscription à l'AGA					
8:45 a.m. / 8 h 45		AGM / AGA				Student affiliate session / Atelier pour les étudiants affiliés
9:30 a.m. / 9 h 30						
10:30 a.m. / 10 h 30						
10:45 a.m. / 10 h 45	Break / Pause					
11:00 a.m. / 11 h						
11:45 a.m. / 11 h 45	Lunch / Dîner					
12:45 p.m. / 12 h 45		Copyright law for editors / Loi sur le droit d'auteur pour les réviseurs	Plain language graphic design principles	Editing for the web without lowering your standards	Websites that work: Creating and optimizing your online calling card	Pre-editors and scouts: Editing fiction for authors prior to submission to presses/ agents
3:00 p.m. / 15 h	Break / Pause					
3:15 p.m. / 15 h 15		Networking 2.0: Growing your client base through social media / Réseautage 2.0 : accroître sa clientèle grâce aux médias sociaux	What writers want: A writer's perspective on working with editors	It's not me, it's you: Improving your relationship with your computer	Beyond the reader: How academic editors can help knowledge users	Become a writing coach: Earn more and promote your editing business
4:15 p.m. / 16 h 15	Break / Pause					
4:30 p.m. / 16 h 30	Speed mentoring / Le mentorat éclair	How editors can use crowdfunding / Comment les réviseurs peuvent utiliser le sociofinancement	Editing copy for the mobile web and app development	Who are you, and who are you talking to?	Le style APA en français : enjeux et ressources disponibles	Inbox zero, or calming down monkey mind
5:30 p.m. / 17 h 30	Book signing / Séance de dédicace					
6:30 p.m. / 18 h 30						
7:00 p.m. / 19 h						

See page 14 for information on the vendor fair / Lisez la page 14 pour obtenir des renseignements sur la foire des exposants

# Sunday, June 12 / Dimanche 12 juin

Time / Heure	Foyer and terrace Foyer et terrasse	Nelson Room Salle Nelson	Denman Room Salle Denman	Comox Room Salle Comox	Gilford Room Salle Gilford	Barclay Room Salle Barclay	
8:00 a.m. / 8 h	<b>Breakfast / Déjeuner</b>						
9:00 a.m. / 9 h		Breaking the feast or famine freelance cycle	Graphic novels & comics: Creation, editing, and promotion / Romans illustrés et bandes dessinées : création, rédaction et promotion	Making it work: Editors in the new "freelance economy"	The plain language edit: When client expectations clash with reality	PANEL: Those who can, do—and they teach	
11:15 a.m. / 11 h 15	<b>Break / Pause</b>						
11:30 a.m. / 11 h 30		Before and after: A makeover for your tables, charts, and graphs / Avant et après : une métamorphose pour vos tableaux, diagrammes et graphiques	PANEL: The plain language process—Professionals share tips on successful projects	How to work with self-publishing authors: The agony and the ecstasy	Get booked solid: A simple growth plan for your business	#EditorsGetSocial: Getting started in social media	
12:30 p.m. / 12 h 30	<b>Lunch / Dîner</b>						
1:30 p.m. / 13 h 30		Big picture editing: Content planning with a purpose / La rédaction avec une vision d'ensemble : planification de contenu servant un objectif	Grab your career by the ears and give it a very thorough shake	Dialogue on editing Indigenous writing	Antidote 9 : Nouveautés	Are you certifiable? Preparing for Editors Canada's certification exams	
2:30 p.m. / 14 h 30	<b>Break / Pause</b>						
2:45 p.m. / 2 h 45		Freelancing on the road: How to be a digital nomad / Pigiste sur la route : comment être un nomade numérique	Debate: Is it time to kill the apostrophe?	Introduction to web content strategy for editors	The client from hades—or somewhere close by	The "general public" as audience is not an amorphous mass	
3:45 p.m. / 15 h 45	<b>Break / Pause</b>						
4:00 p.m. / 16 h		<b>Closing keynote / Discours de fermeture : Bill Walsh</b>					
4:45 p.m. / 16 h 45	<b>Book signing / Séance de dédicace</b>						

See page 14 for information on the vendor fair / Lisez la page 14 pour obtenir des renseignements sur la foire des exposants

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