



Editors Canada Conference 2022/Congrès 2022 de Réviseurs Canada

Saturday, May 28

10:50 AM - 05:00 PM

Conference Welcome

Welcome to the 2022 Editors Canada Conference!

Saturday, May 28

11:00 AM - 12:00 PM

Get Into a Long-term Relationship With Your Clients

Business of Editing / La révision en tant qu'entr...

General session (editing experience is not releva...

Michelle Waitzman

Plain language trainer | Writer | Editor, Powerful Words – Professional Communications

In this session, you will learn how to find and keep reliable, ongoing clients. Marketing your business and negotiating with new clients is time-consuming and stressful. It's much easier to work with clients who already know you and value the work you do. Nurturing long-term client relationships will bring you steady work, make it easier to get enthusiastic referrals, and allow you to work more efficiently as you get to know your clients' expectations, styles and quirks.

Saturday, May 28

11:00 AM - 12:00 PM

Mastering Editorial Style Sheets

Tools and Technology / Technologie et outils

General session (editing experience is not releva...

Amy J. Schneider

Owner, Featherschneider Editorial Services

Note: the end of the recording was cut off by a technical problem. The editorial style sheet is the heart of a consistent copyedit, whether you are working on fiction or nonfiction. In this session, we will cover the following topics: The purpose of a style sheet—The style sheet serves as a style reference particular to that project (and can also be helpful for future projects in a series or by the same author). Who uses a style sheet and how—The author, client/publisher, copyeditor, proofreader, designer, and indexer can all benefit from a well-crafted style sheet. How to create and organize ...

Saturday, May 28

11:00 AM - 12:00 PM

Stress-free Scalability

Business of Editing / La révision en tant qu'entr...

General session (editing experience is not releva...

Sagan Morrow (she/her)

Anti-hustle Productivity Strategist & Success Coach, SaganMorrow.com

You're happy with how your freelance business is growing... The only problem is, you don't know how you can keep going at this pace! You want to grow your business, but you're not sure if you should try to take on more clients (or how you can possibly scale your business without sacrificing your personal life). Does that sound familiar? During this session, you'll learn how to grow your business the stress-free, sustainable way—using anti-hustle productivity methods, upgraded organizational strategies, and a refreshing approach to your business structure.

Saturday, May 28

11:00 AM - 12:00 PM

Taking Care of Business: the Work vs. the Worker

Business of Editing / La révision en tant qu'entr...

General session (editing experience is not releva...

Christina M. Frey

As writers and editors, we often focus on improving the way we work: developing our skills, managing our clients and projects, and exploring productivity hacks and networking opportunities. But even while we rush to do more, be more, we leave out the most essential piece of the equation: ourselves. This session discusses how focusing on the work at the expense of ourselves as the workers can actually limit productivity, range, and scope. We'll also speak candidly about mental health, explore ways to implement worker-friendly practices, and collaboratively develop a plan to keep the work from overshadowing the worker.

Saturday, May 28

12:00 PM - 12:15 PM

Break / Pause

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

Saturday, May 28

12:15 PM - 01:15 PM

How to Win the Pricing Game as a Freelance Editor

Business of Editing / La révision en tant qu'entr...

General session (editing experience is not releva...

Suzy Bills

Assistant Teaching Professor of Editing and Publishing, Brigham Young University

Many freelance editors struggle to decide how much to charge and which pricing method to use. How do you know what the current rates are? What if a potential client thinks your rates are too high? And what if you underestimate the time required to complete a project and therefore will earn less than you planned on, unless you ask the client for more money? This session will answer these and other questions about pricing so that you can feel confident when presenting your rates, overcome price objections, and increase your earnings.

Saturday, May 28

12:15 PM - 01:15 PM

Introducing The Chicago Manual of Style for PerfectIt

Tools and Technology / Technologie et outils

General session (editing experience is not releva...

Daniel Heuman

Founder and CEO of PerfectIt, PerfectIt

The Chicago Manual of Style for PerfectIt launched in August 2021. Since then, over a thousand users have linked their CMOS Online and PerfectIt accounts to work with it. This session will explore how you can use The Chicago Manual of Style for PerfectIt to save time in your editing work. It will take a deep dive into how the style works and what it finds, as well as its limitations. The session will also show you how to customize the style. This is a new, official product from The Chicago Manual of Style; so come along to see it ...

Saturday, May 28

12:15 PM - 01:15 PM

Les défis et les récompenses du langage inclusif en français

Editing, Society and Diversity / Révision, société...

Breakout room / salle de répartition

General session (editing experience is not releva...

S. Kate Moore, elle/she

CEO, Vital Shift Consulting

Cet atelier comprend des séances de répartition/breakout roomsUn langage inclusif dans n'importe quelle langue exige une intention, une compréhension et un engagement. Les défis du français inclusif lors de la rédaction, de la révision et/ou de la traduction sont encore plus grands qu'en anglais. Au cours de cette session interactive, nous examinerons pourquoi le langage inclusif est une priorité et certaines approches que vous pouvez utiliser. Nous aborderons également la façon dont le langage évolue, y compris le sujet des néo-pronoms. Venez avec un esprit ouvert et soyez prêt.e à être mis.e au défi.Cet atelier comprend des séances de répartition/breakout ...

Saturday, May 28

12:15 PM - 01:15 PM

Word Essentials for Editors

Tools and Technology / Technologie et outils

Novice

Adrienne Montgomerie

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

Saturday, May 28

01:15 PM - 01:30 PM

Break / Pause

Saturday, May 28

01:30 PM - 02:30 PM

Keynote session / Discours thème: Jen Campbell

Jen Campbell

Saturday, May 28

02:30 PM - 02:45 PM

Break / Pause

Saturday, May 28

02:45 PM - 03:45 PM

Editors vs Boredom: Tips and Tricks for Staying Engaged

Tools and Technology / Technologie et outils

General session (editing experience is not releva...

Emily Stewart

Editor, Shelf Potential

For some, the pandemic has exacerbated a sense of monotony that can come from working from home alone. And while boredom can make anyone feel unmotivated, it can have a big impact on an editor's ability to perform their duties. Trouble focusing, missing errors, needing longer than usual to complete projects, feeling unfulfilled—all can come from boredom. From tips for making novelty part of your career plan to tricks for powering through a dull project, this session explores how editors can address boredom and stay engaged and happy in their work.

Saturday, May 28

02:45 PM - 03:45 PM

Level Up Your Editing Business: What Do You Do When You're Done Getting Started?

Business of Editing / La révision en tant qu'entr...

Mid-career / Réviseur-e en milieu de carrière

Antonn Park

Editor, Blue Flower Editing

Kristen Tate

Freelance Editor, The Blue Garret

Rachel Fudge

Freelance editor

Tanya Gold

Book Editor | Writing Coach | Translator | Literary Omnivore, None

When you start freelancing, the initial goals are clear: fill your schedule and make a living from your editing work. But once you meet these goals, what's next? In this session geared toward intermediate-to-advanced freelancers, four experienced editors with different backgrounds and specializations share how they stay challenged, grow in interesting and satisfying ways, keep their creative spark alive, create balance between their work and personal lives, and make their businesses work for them. You'll hear multiple strategies and ideas that could help you figure out what's next for you and your editing business.

Saturday, May 28

02:45 PM - 03:45 PM

Sounding Like the “Right Sort”

Editing, Society and Diversity / Révision, société...

General session (editing experience is not releva...

James Harbeck

We choose our words and grammar in any context with an eye to who we want to sound like – and not sound like. Status sensitivity has always been a major factor in language usage. Historical studies show that newspapers and politicians have gone from trying to sound like a literary “elite” two centuries ago to trying to sound like “common people” today, while academic writing has moved in a different direction, increasingly choosing words and grammar to try to sound like “objective” scientists. Grammar guides tell people not to sound like “illiterate barbarians,” while much popular culture aims directly ...

Saturday, May 28

02:45 PM - 03:45 PM

Talking Points: Copyediting Dialogue in Fiction

Foundations of Editing / Les fondements de la rév...

General session (editing experience is not releva...

Amy J. Schneider

Owner, Featherschneider Editorial Services

Dialogue in fiction consists of so much more than “they said, she said, he said.” In this session you’ll learn to handle the mechanics of many types of dialogue in order to maintain each character’s voice while keeping the dialogue understandable for the reader and letting the story shine through. Topics covered are dialogue tags, verbs of utterance, and action beats; punctuating dialogue; formatting unspoken dialogue (direct thought, indirect thought, imagined or remembered dialogue, telepathic communication); informal dialogue (dialect, slang, and offensive language); sounds and other nonverbal expressions; non-English language and translated dialogue; and electronic communication.

Saturday, May 28

03:45 PM - 04:00 PM

Break / Pause

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

Saturday, May 28

04:00 PM - 05:00 PM

Learn How To Perform A Story Edit That Will Amaze Your Clients

Tools and Technology / Technologie et outils

Novice

Kristina Stanley

CEO Fictionary, Fictionary

I believe combining technology with the artistic talent required to perform a story edit – structural edit of long-form fiction – is the best way to help writers create powerful stories. Last year at Editors Canada, I presented “Grow Your Editing Business with Fictionary StoryCoach for Structural Editing.” This year, I’ll show you what you need to know about a novel before you edit it, where to start a story edit, and the top three things you must deliver to a writer to help them succeed. I’ll also show you a process to edit a novel faster than you can in ...

Saturday, May 28

04:00 PM - 05:00 PM

A Plain Language Standard for Accessibility Standards Canada

Editing, Society and Diversity / Révision, société...

General session (editing experience is not releva...

Iva Cheung

Laura Edlund

self-employed writer and editor, conference speaker, LauraEdlund.ca

Under the Accessible Canada Act (which became law in 2019), the federal public sector, Crown corporations, and federally regulated industries (such as banking and air travel) will all have to reduce barriers for people with disabilities in seven priority areas. Plain language is a key component of accessibility and is one of the first priority areas for which Accessibility Standards Canada (ASC) is developing standards. Long-time Editors Canada members Iva Cheung and Laura Edlund volunteered for ASC's Plain Language Technical Committee when it formed in Fall 2020. In this session, you will get a peek into how the committee is developing ...

Saturday, May 28

04:00 PM - 05:00 PM

Technique de localisation dans les soins de santé (adaptation en post-révision)

Foundations of Editing / Les fondements de la rév...

Senior / Réviseur-e d'expérience

Carole Sigouin

Présidente, Éditech Documentation inc.

Claudia Lefebvre

Chef d'équipe, Traductions techniques, TELUS Santé

Cet atelier met en lumière ce qu'un réviseur d'expérience en soins de santé peut faire lorsqu'une demande de post-révision d'un texte déjà traduit lui est présentée. Cette méthode est communément appelée, la localisation soit, l'adaptation culturelle selon le public ciblé. Dans cet atelier, nous verrons comment entreprendre un projet de localisation, faire les recherches terminologiques, comprendre les nuances des milieux hospitaliers québécois versus ceux du reste du Canada.

Saturday, May 28

04:00 PM - 05:00 PM

Websites that Work for Editors

Business of Editing / La révision en tant qu'entr...

Mid-career / Réviseur-e en milieu de carrière

Ruth E. Thaler-Carter

Whether seeking in-house or freelance work, an editor today often needs a website to be found and vetted by prospective employers or clients. Get the basics on creating and maintaining a website that will work for you, from a domain name and e-mail address to design and content suggestions, along with resources and examples of editors' websites that work well – and ones that don't.

Saturday, May 28

05:00 PM - 05:15 PM

Break / Pause

Saturday, May 28

05:15 PM - 06:15 PM

Boost Your Brand with Your First Blog

Business of Editing / La révision en tant qu'entr...

Mid-career / Réviseur-e en milieu de carrière

Erin Brenner

Owner, Right Touch Editing

Publishing a regular blog can increase your reputation as a language expert and a professional editor, but how do you start? This session will teach you how to answer four simple questions to get started: 1. Why would I write a blog? 2. Who should I write for? 3. What should I write about? 4. How do I let other people know about my blog? If you've been wanting to start a blog and haven't known how, this session is for you!

Saturday, May 28

05:15 PM - 06:15 PM

Mettre les textes au régime

Editing, Society and Diversity / Révision, société...

Véronique Léger

Éditions Galéace inc.

La réalité, aujourd'hui, c'est que nous avons de plus en plus de textes à lire. Si nous voulons être lus et compris, il faut absolument mettre nos textes au régime et user de créativité, car pour écrire, il faut être créatif. Rédiger ne se limite pas à aligner les mots les uns à la suite des autres selon un modèle préétabli. Exprimer nos idées avec concision, clarté et précision fait appel à la créativité ; distinguer l'essentiel du superflu, également. Communiquer est un état d'esprit, c'est vouloir faciliter la compréhension du destinataire. Tout lecteur souhaite comprendre un texte en une ...

Saturday, May 28

05:15 PM - 06:15 PM

More Than Typos – Proofreading to PES

Foundations of Editing / Les fondements de la rév...

Novice

Adrienne Montgomerie

If it's got words, it needs proofreading. It needs proofreading even if it doesn't have words! More than catching typos, proofreaders check design aspects and functionality across all manner of products, not just printed ones. And they have to know what are errors and what are choices, and what simply cannot be addressed at this final stage of production. Following Professional Editorial Standards, this session explores parameters and approaches to proofing print and electronic products, using three different approaches to corrections: traditional markup, PDF and matrixes.

Sunday, May 29

11:00 AM - 12:00 PM

Communicating Change Clearly: Change Management meets Clear Communication

Business of Editing / La révision en tant qu'entr...

General session (editing experience is not releva...

Jennifer MacDonald

Change Expert and Principal Consultant, Change Without Pain Inc.

Kate Harrison Whiteside

Director, PlainLanguageAcademies.com and KeyAdvice.net

Have the last few years changed how you work, communicate, and manage your business – large or small? For many of us, the speed, intensity and sheer volume of change has been overwhelming, yet change often presents an opportunity for growth and transformation. One thing is for certain: our audiences, internal or external, want to understand the ongoing political, social, workplace and economic changes through clear communication. No more bamboozling, mixed messages, errors and omissions. If you are working on or want to offer your clients services on clear communication, best be prepared to also offer advice on how to ...

Sunday, May 29

11:00 AM - 12:00 PM

Conscious Language and Copyediting Fiction

Editing, Society and Diversity / Révision, sociét...

General session (editing experience is not releva...

Amy J. Schneider

Owner, Featherschneider Editorial Services

Conscious language is a growing area of interest for editors, and it applies to fiction as well as nonfiction. Language in fiction (in both narration and dialogue) that is sexist, racist, ageist, ableist, homophobic, or transphobic, although it may seek to reflect real life and further the story, can be harmful to readers. At the copyediting stage, these issues may or may not have been discussed or reviewed, and the copyeditor may need to attend to them. This session will discuss how and when a copyeditor should call out and suggest revisions for potentially harmful language. Topics include descriptions of ...

Sunday, May 29

11:00 AM - 12:00 PM

Editing and Art-Making

Foundations of Editing / Les fondements de la rév...

Breakout room / salle de répartition

General session (editing experience is not releva...

Lenore Hietkamp

Freelance editor and artist

This session includes breakout rooms that were not recorded. Many editors pursue artistic endeavours. The more I paint, the more I ponder the relationship between painting and editing. This talk explores the skills and capacities that thread through the "Sister Arts"—the textual and the visual—and looks at how the two pursuits can enhance, or hinder, each other.

Sunday, May 29

11:00 AM - 12:00 PM

No Kind of Magic: Practical Considerations for Editing Retellings

Foundations of Editing / Les fondements de la rév...

Mid-career / Réviseur-e en milieu de carrière

Jessica Coles

Poet | Editor

Rachel Oestreich

Freelance Editor | Writing Coach | Teacher | MFA, The Wallflower Editing

Tanya Gold

Book Editor | Writing Coach | Translator | Literary Omnivore, None

Enjoy new adaptations of well-known stories? Interested in editing them? Join editors who work on retellings for a conversation on the stories we tell again and again. They'll discuss what makes a retelling compelling, current reader expectations, and what editors should consider when working on them.

Sunday, May 29

12:00 PM - 12:15 PM

Break / Pause

Thank you to our Silver sponsor Language Portal of Canada for sponsoring this coffee break! Be sure to check out their virtual booth in our Vendor Fair.— Merci à notre commanditaire Argent Portail linguistique du Canada d'avoir commandité cette pause-café! Visitez son kiosque virtuel dans la Foire aux marchands.

Sunday, May 29

12:15 PM - 01:15 PM

Création d'un guide d'écriture inclusive

Editing, Society and Diversity / Révision, société...

Mid-career / Réviseur-e en milieu de carrière

Anne Boudreault

Rédactrice, traductrice et réviseure du français, Commission de la capitale nationale

La langue française étant genrée, est-il possible d'en faire un instrument d'inclusion dans les communications? Certainement! Dans cet exposé, il sera question de la création d'un guide pratique d'écriture inclusive – ou équitable; que ce soit à la demande d'entreprises clientes ou pour mieux encadrer sa propre pratique. Nous parlerons de la réflexion et de l'analyse qui entrent en jeu dans cet exercice, ainsi que des stratégies et procédés qui sont à notre portée pour faire progresser, par la manière d'écrire, l'égalité entre les personnes. Les préalables? La créativité, l'amour du métier et de la langue, et l'ouverture d'esprit. La ...

Sunday, May 29

12:15 PM - 01:15 PM

Lost in a Sea of Words: Mapping Your Way to a Stronger Story

Foundations of Editing / Les fondements de la rév...

Mid-career / Réviseur-e en milieu de carrière

Christina M. Frey

No Chicago? No problem. Developmental editing can sometimes feel like steering a rudderless ship, but there's a way to chart your course. In this interactive session we'll explore book mapping, a valuable tool for developmental editing of longer narratives and for assisting authors with revisions. Book mapping breaks down the manuscript into its components chapter by chapter or scene by scene, revealing what's working and what's not. We'll discuss how to personalize the process, separate big-picture and scene-level revisions, and begin to create a revisions plan for the author.

Sunday, May 29

12:15 PM - 01:15 PM

Should I Freelance? What to Consider Before Making the Leap

Business of Editing / La révision en tant qu'entr...

General session (editing experience is not releva...

Erin Brenner

Owner, Right Touch Editing

You're unhappy with your work situation, but freelancing seems like such a risk. What should you consider before taking the leap? In this session we'll look at some of the biggest questions you should ask yourself, such as: * What's my definition of success? * What's my risk tolerance? * What are my financial needs? * Do I have the mindset for running my own business? Before making the leap, come learn what freelancing is really all about!

Sunday, May 29

12:15 PM - 01:15 PM

The Pros and Cons (but mostly pros) of Partnering on Writing and Editing Projects

Tools and Technology / Technologie et outils

General session (editing experience is not releva...

Lynne Melcombe

Principal, Lynne Melcombe Communications

Nancy Mackenzie

President, Bronze Horse Communications

Nancy and Lynne have been partnering on proposals for government and corporate work for a decade. In this session, they discuss the many advantages of pairing up with another professional to pursue this type of work writing and editing contracts: - You may have different (and complementary) skills. - If one of you isn't available, the other one might be. - You can check each other's work. The list of pros goes on, but there are also pitfalls to watch out for: - Are your working styles compatible? - Are you comfortable trading roles as contractor and subcontractor? - Are you willing ...

Sunday, May 29

01:15 PM - 01:30 PM

Break / Pause

Sunday, May 29

01:30 PM - 02:30 PM

Business Data for Freelance Editors

Business of Editing / La révision en tant qu'entr...

General session (editing experience is not releva...

Maya Berger

Ms., What I Mean To Say

Business data is the freelancer's secret weapon when it comes to making informed decisions. As a freelance editorial professional, you're responsible for every aspect of your business, from the projects you take on to the rates you set, your CPD and the levels of editing you offer – and tracking your business data keeps you in control of it all. In this session, I'll show you how keeping records of your income, project details, business expenses, holidays, CPD and marketing strategies can help you make smarter business decisions and meet your business goals. The session will cover: Giving yourself annual ...

Sunday, May 29

01:30 PM - 02:30 PM

Hacking the Most from MS Word

Tools and Technology / Technologie et outils

Mid-career / Réviseur·e en milieu de carrière

Adrienne Montgomerie

Make editing magic with the Word features you already know. Hack your processes in radical ways to max out efficiency. From formatting cheats to hacking autocorrect, and wildcards to custom ribbons, get Word doing more of the tedium so you can focus on what makes human editors invaluable. outline view formatting for editing custom ribbon autocorrect for text expanding spotting plagiarism avd F&R for spotting errors in minute detail, changing styles... file rescue—Maggie, delete images, delete unused Styles file rescue for major snafus (Maggie, GD rinse, unused styles)

Sunday, May 29

01:30 PM - 02:30 PM

“They” as a Singular Pronoun

Editing, Society and Diversity / Révision, sociét...

Breakout room / salle de répartition

General session (editing experience is not releva...

S. Kate Moore, elle/she

CEO, Vital Shift Consulting

This session includes breakout rooms that were not recorded. In this session, we will explore the distinct nature of four components of human identity that are often tangled up in people's heads: gender identity, gender expression, assigned sex and attraction. We will also look at how unconsciously (and/or consciously), people often default to binary-based language that excludes, makes invisible and discriminates against marginalized identities. Most importantly, we will explore how it's possible to shift to intentionally using inclusive language that values all identities, as well as how to help other people to do so too. Language is evolving and so can ...

Sunday, May 29

01:30 PM - 02:30 PM

Why Editors, Publishers and Authors Disappoint Each Other

Foundations of Editing / Les fondements de la rév...

General session (editing experience is not releva...

Jeanne Martinson

Publisher/Senior Editor, Wood Dragon Books

Authors complain about their editors. Editors complain about their publishers. Publishers complain about both their authors and editors! What are the unfulfilled expectations of each position? How can you guarantee a respectful and effective relationship with the publishers and authors you work with?

Sunday, May 29

02:30 PM - 02:45 PM

Break / Pause

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

Sunday, May 29

02:45 PM - 03:45 PM

Editing Children's Books: Education and Inclusion

Editing, Society and Diversity / Révision, sociét...

Novice

Kara Cybanski

Editor, DC Canada Education Publishing

This session will explore the complexities of editing educational children's books, namely balancing the didactic and entertainment value of the work. The team behind a children's book has a responsibility: providing materials that are a) engaging for the intended age group, b) representative of diverse children's experiences, and c) educational in more ways than one. Using materials from DC Canada Education Publishing as examples, this presentation will illustrate how an editor can ensure the book meets these objectives and fits the publisher's or author's mandate. ~30 minute presentation~

Sunday, May 29

02:45 PM - 03:45 PM

From Dissertation to Book: The Role of an Editor

Foundations of Editing / Les fondements de la rév...

Breakout room / salle de répartition

Mid-career / Réviseur·e en milieu de carrière

Virginia McGowan PhD

Founding Partner, McGowan & Co.: The Write Edit Group

This session includes breakout rooms that were not recorded. Business guides exhort entrepreneurs to be ever-watchful for opportunities to add new services or pivot in answer to emerging niches in their field. This advice applies to editors as well, particularly with the rise of self-publishing and the desire of some authors to provide traditional publishers with more polished submissions. Many editors work with graduate students to edit a thesis or dissertation under the Editors Canada guidelines; the next step—post-graduation—is to turn that work into a book, which provides an opportunity for editors who have developmental editing experience to expand their services. ...

Sunday, May 29

02:45 PM - 03:45 PM

Introduction to Transcreation

Business of Editing / La révision en tant qu'entr...

General session (editing experience is not releva...

Katry Ann Beaudoin, réd. a.

Marketing Writer/Content Strategist, Brainrider

What we'll cover together: - We'll define transcreation and how it differs from other services such as translation and localization. - We'll look at why it's important in the context of multilingual marketing content. - We'll take a quick dive into cultural and linguistic nuances. - We'll take a look at some transcreation work (good and bad). - Then we'll focus on the benefits of transcreation as a service. - Finally, I'll share my own transcreation process and a good transcreation checklist. And we'll then open up to a few questions if you have any! See you there!

Sunday, May 29

02:45 PM - 03:45 PM

No Sales Experience Required - Clients Say Yes

Business of Editing / La révision en tant qu'entr...

Breakout room / salle de répartition

General session (editing experience is not releva...

Rusti Leahy

Book & Writing Coach, Empathic Editor, Word Quest

This session included breakout rooms that were not recorded. You too can achieve a 90 percent success rate when you learn these simple techniques on how to sell yourself (your services) without selling. In this interactive session, attendees will have a chance to retire the elevator pitch and refine their strengths in less than a minute and leave the listener confident if they ever need your services, you are the one they will call. Your new approach will also plant a memorable image so that they refer you to others who may need you. This will be an interactive session where everyone ...

Sunday, May 29

03:45 PM - 04:00 PM

Break / Pause

Sunday, May 29

04:00 PM - 05:00 PM

Keynote session / Discours thème: Lorina Stephens

Lorina Stephens

Sunday, May 29

05:00 PM - 05:15 PM

Break / Pause

Sunday, May 29

05:15 PM - 06:15 PM

APOLLO Professional Liability for Editors

Business of Editing / La révision en tant qu'entr...

Janu Debalathas

Business Development Manager, APOLLO Insurance

Rida Sakina

APOLLO is an insurtech company that delivers a people-first insurance experience by offering editors comprehensive, custom policies. Through time-saving technology and a deep understanding of the communities they serve, APOLLO is making professional liability insurance effortless. In this session, learn about the variety of exposures as an editor you can face and understand the valuable insurance coverages available for you. We will have a deep dive on claim examples to gain a better understanding of how you can mitigate risk in case you're faced with a possible claim.

Sunday, May 29

05:15 PM - 06:15 PM

Branching Out: Working on Interactive Stories

Business of Editing / La révision en tant qu'entr...

Mid-career / Réviseur-e en milieu de carrière

Genevieve Clovis

Editor and Writing Coach, Clovis Editorial

Ryan Penk

Game Designer II, Standing Stone Games

Simone D. Sallé

RPG Editor, Wildwood Editing

Tanya Gold

Book Editor | Writing Coach | Translator | Literary Omnivore, None

Do you enjoy stories you can actively participate in? Are you interested in learning more about working on them? Join a video-game writer, a roleplaying-game editor, and a translator of interactive books as they discuss the joys and complexities of working on nonlinear, branching, and interactive storytelling across different types of platforms.

Sunday, May 29

05:15 PM - 06:15 PM

So This Is Burnout (Now What Can You Do?)

Tools and Technology / Technologie et outils

General session (editing experience is not releva...

Tara Avery

Writer, Editor, Creative Coach, Tara Avery: Writer and Editor

More editors than ever have found themselves working from home over the past two years, and while that arrangement can have certain advantages—pyjama pants and pet snuggles, anyone?—it can also lead to a significant blurring of the line between work life and home life. In this session, we'll address the signs and symptoms of overwork and burnout, talk strategies for avoiding or dealing with them, and discuss the realities of living and working during a time of mass trauma.

Sunday, May 29

05:15 PM - 06:15 PM

In-house Cafe - socializing and networking opportunity

Sunday, May 29

06:15 PM - 06:25 PM

Conference Closing

Thank you for attending the 2022 Editors Canada Conference!



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