

society for editors
and proofreaders

sfep

SfEP Toronto Mini-conference 2018

Something *for Everyone*: Editorial *Professionals* in Conversation

Organized by Janelle Bowman, Kelly Lamb and Janet MacMillan of the Toronto SfEP group.

Attendance at this conference is worth **two SfEP upgrade points** (those who have attended a previous SfEP conference will receive one upgrade point).

Date: Wednesday 7 November 2018

Venue: 33 Prince Arthur Avenue, Toronto, M5R 1B2

- 8:45** Arrival, registration, tea/coffee and light breakfast
- 9:15** **Welcome** — Janet MacMillan (Co-coordinator, Toronto SfEP group) and Sue Browning (via Zoom) (SfEP Community Director)
- 9:30** **Training: how we learn and how we teach** — panel discussion — Janet MacMillan (Janet MacMillan | wordsmith | editor | proofreader | researcher), Jeanne McKane (Jeanne McKane Editorial Services) and Laura Poole (Copyediting.com); chair: Vanessa Wells (Wells Read Editing)
- 10:00** **PDF markup: exploring two sets of markup tools and techniques, and quality control practices** — Adrienne Montgomerie (SciEditor)
- 10:45** *tea/coffee and snacks break*
- 11:00** **Eight steps to a standout home page: how to look your best** — Louise Harnby (Louise Harnby | Proofreader & Copyeditor)

- 11:45** **An editor's grammar: let and stet** — Virginia Durksen (Visible Ink: Writing at Work)
- 12:30** *lunch*
- 1:15** **Editing fiction: fame, fun and fortune** — panel discussion — Jennifer Glossop and Louise Harnby; chair: Virginia Durksen
- 2:00** **Work-life balance: is it possible?** — Laura Poole (Archer Editorial Services)
- 2:45** **Using business information to increase your profits** — Erin Brenner (Right Touch Editing)
- 3:30** *tea/coffee and snacks break*
- 3:45** **The perfect match: editor-author relations** — Jennifer Glossop
- 4:30** **The perfect pitch: marketing** — panel discussion — Erin Brenner, Louise Harnby and Adrienne Montgomerie; chair: Janet MacMillan
- 5:15** **Q&A session and conversation** — all speakers and all attendees
- 6:00** **Closing remarks and finish** — (after which the organizers hope that those who can will retire to the Bedford Academy pub across the road for post-conference camaraderie and conversation)

Cost: SfEP members: CAD\$150 (register and pay via [Eventbrite](#) – password in Toronto forum and the main SfEP forum).

Non-members: CAD\$225 (non-members can register their interest with the organizers via TorontoSfEP@gmail.com and if there are spaces available, they will be notified on or before October 15, and payment arrangements made).

Note: The organizers reserve the right to make amendments to the program. Tickets are transferable (to SfEP members) but non-refundable.

GDPR: Please note that by buying a ticket to this conference, you give the organizers permission to contact you regarding the conference. We will not pass on your details to any third party.

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