

# Provisional conference programme

## 28th annual conference

### Context is key: Why the answer to most questions is 'It depends'

16–18 September 2017

Please note that this is not the final programme. Some sessions will be added and titles may change.

#### Saturday 16 September

- 9.30–4.30 **Pre-conference course:** Proofreading 1: Introduction – *Sarah Price*
- 1.30–3.30 **Pre-conference tour** (details to be confirmed)
- 2.30–4.00 **Speed networking** – *Sherona Treen-Coward*
- 3.45–4.45 Conference registration
- 4.45–6.15 Welcome and Annual General Meeting
- 6.15–7.00 Free time
- 7.00–8.00 Pre-dinner drinks: invitation for conference first-timers to meet the SfEP Council
- 8.00–9.00 Dinner
- 9.00 Pub-style quiz

#### Sunday 17 September

- 7.00–8.45 Breakfast
- 8.30–8.55 Conference registration (day delegates)
- 9.00–9.15 Plenary session: welcome from the SfEP chair; notices



- 9.15–10.15 **Whitcombe Lecture by Oliver Kamm**
- 10.15–10.45 Coffee/tea break; conference fair
- 10.45–12.45 **Workshops 1** (running concurrently)
- Script editing – *Phil Mulryne*
- Introduction to Word styles and templates – *Kathleen Lyle*
- Content marketing – *Louise Harnby and John Espirian*
- Teaching editors – *Erin Brenner*
- B2B or not B2B? Clients in business – *Julia Sandford-Cooke*
- From editor to author – *Chris McNab*
- 12.45–1.45 Lunch
- 1.45–3.15 **Sessions 1** (running concurrently)
- Live forums
- Making the most of your website – *John Espirian*
  - Managing client relationships – *Sue Browning*
  - Healthy freelancing and maintaining a work–life balance – *Helen White*
- UK vs US English – *Lynne Murphy*
- Introduction to fiction editing – *Katherine Trail*
- Setting up and making the most of accountability groups – *Denise Cowle*
- 3.15–4.15 Coffee/tea break (including Upgrading Q&A and Chartership Q&A); conference fair
- 4.15–5.15 **Sessions 2** (running concurrently)
- How to run an editorial agency – *Nick Jones*
- PerfectIt for Macs – *Daniel Heuman*
- Corpora for editors – *Ana Frankenberg-Garcia*
- Grammar myths – *Professor Geoffrey Pullum*
- 5.15–6.00 Social media social: for users of Twitter and the various Facebook editing groups to put faces to names
- 6.00–7.00 Free time
- 7.00–8.00 Drinks reception
- 8.00 Gala dinner; after-dinner speech by David Crystal



## Monday 18 September

7.00–8.45	Breakfast
8.30–8.55	Conference registration (day delegates)
9.00–11.00	Notices; <b>Workshops 2</b> (running concurrently) Fiction development editing – <i>Emma Darwin</i> Medical editing – <i>Anna Sharman</i> Rates: reaching for the stars, selling your worth and pricing projects – <i>Janet MacMillan, Katherine Trail and Erin Brenner</i> Introduction to indexing – <i>Ann Kingdom</i> Career development workshop – <i>Chris McNab</i> Working with students – <i>Peter Norrington</i>
11.00–11.30	Coffee/tea break; conference fair
11.30–12.30	<b>Sessions 3</b> (running concurrently) Getting the most from PerfectIt – <i>Daniel Heuman</i> Lightning talks – <i>Lucy Ridout and Robin Black</i> (see <a href="#">Pre-booking information</a> for more details) The art of querying – <i>Gerard Hill</i> Plain English – <i>Luke Finley</i>
12.30–1.30	Lunch
1.30–2.30	<b>Sessions 4</b> (running concurrently) Living as a digital nomad – <i>Kate Haigh</i> Direct marketing – <i>Liz Jones</i> Editing biographies and autobiographies – <i>Loulou Brown</i> Changing skills in publishing – <i>Astrid deRidder</i>
2.30–3.00	Coffee/tea break; conference fair
3.00–4.00	<b>Closing lecture by Mark Forsyth</b>
4.00–4.30	Close: SfEP chair
4.30	Coffee/tea; depart conference

