



Be a Better Freelancer— Take It to the Tenth!

10th Annual Communication Central
“Build Your Communications Business” Conference
Friday, September 25–Saturday, September 26, 2015
Hyatt Regency Downtown Hotel, Rochester, NY

*Celebrating 10 years of serving the needs and interests of colleagues
with ways to take your freelance business to the 10th power!*

Program

Friday, September 25–Saturday, September 26

45-minute one-on-one business coaching sessions with Rich Adin — *times may be available on Thursday, September 24, if requested*

Friday, September 25, 8 a.m.–5:30 p.m.

Registration, continental breakfast, keynote address, lunch,
networking, concurrent sessions

Saturday, September 26, 8 a.m.–5 p.m.

Registration, continental breakfast, lunch, networking,
concurrent sessions

Sunday, September 27, 9 a.m.–3 p.m.

Editorial Bootcamp, separate registration and fee, discount for conference attendees; see last page.

Friday, September 25

8–9 a.m.

Registration/Continental breakfast/Networking

9:15–9:30 a.m.

Welcome, *Ruth E. Thaler-Carter*, Owner, Communication Central

9:30–11:30 a.m.

Concurrent sessions

Session A

Work Less, Make More — Managing a Freelance Career, *Bull Garlington*

The creator of the personal productivity handbook *Metrics for Writers* will provide tips and insights on productivity, marketing yourself professionally, your mean rate of production, making a terrifying word count warm and cuddly, the pros and cons of writing on spec, and how to get more leads in your industry.

11:30 a.m.–1 p.m.

Lunch and giveaways — *table topics for networking with presenters and colleagues*

1:15–3:15 p.m.

Concurrent sessions

How to Get — and Keep — Your Ideal Clients, *Paula Tarnapol Whitacre*

No matter what kind of freelance you do or want to do, you need good clients. Figure out how to define your ideal clients, acquire them, nurture the relationships, analyze whether the clients are still ideal for you, and identify whether and when to move on to new ideal clients if necessary.

3:30–5:30 p.m.

Concurrent sessions

Footloose and Fancy Freelance: Editing Across Devices, *Dawn McIlvain Stahl*

An increasingly mobile workforce wants a mobile workflow, but is editing on the go a realistic expectation? Learn about the opportunities and challenges of editing in apps on mobile devices (smartphones, tablets, netbooks, hybrids) so you know what to expect in the field before you leave the command center of your home desktop behind.

5:45–6:45 p.m.

Networking time

7 p.m.

Dinner (not included in registration) — group outing will be arranged

Session B

Don't Let Your e-Files Run You, *Paul Lagasse*

The paperless office promised us less clutter, streamlined file management and simpler communications — but too often, we find ourselves creating, sending and receiving electronic files faster than we can manage them. The set of easy-to-implement tips provided by this session will help you quickly tame your personal data beasts and reduce frantic those “Where it it?!” moments.

Editing the Web Without Lowering Your Standards, *Erin Brenner*

Visitors go to a website with a need and, if a site doesn't fulfill that need, they'll click away before you can say “See ya!” Learn how to keep readers interested while upholding grammar and usage rules, and how to get that website found in the first place by applying basic SEO techniques.

Rev Things up with Referral Power, *Jake Poinier*

One potentially powerful way to increase freelance assignments and projects in any aspect of the publishing industry (or in any business, for that matter) is to make the most of referrals. Communication Central brings “Dr. Freelance” Jake Poinier back to Rochester to put you on the road to revving up referral business through existing connections on many levels, and creating new ones as well. You may be surprised at whom you know and how they can help you build your freelance business.



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Saturday, September 26

8–9 a.m. **Registration/Continental breakfast/Networking**
9:15–11:15 a.m. **Concurrent sessions**

Session A

Breaking the Feast or Famine Cycle: Creating the Business You Want, *Laura Poole*

As freelancers, we often find ourselves either overscheduled with work or in a lull with not much to do. How do you create and maintain a steady stream of work so that you’re steadily busy and living the life you want? Find out how to make the best use of downtime to build your business and how you can cope with the feast portion and not lose your mind. We’ll discuss balancing your work with the rest of your life, cultivating regular clients, anticipating waves of work and slow times, evolving your business and making choices to maximize your billable time, and more. If the reality of your freelance life doesn’t match your daydream version, then this session is for you!

11:30 a.m.–1 p.m. **Lunch — *table topics for networking with presenters and colleagues***
1:30–3 p.m. **Concurrent sessions**

Working with Self-Publishers, *Katherine Pickett*

With the continuing surge in self-publishing, more and more editors find themselves working with this new type of author. Although many editors have worked with individual authors for a long time, the needs of self-publishers are different, and good editors should anticipate those needs. By educating themselves about the self-publishing process, editors make themselves resources for their authors and build a loyal client base, become integral in the self-publishing process and ensure work for a lifetime.

3:15–5:15 p.m.

Build Your Career Resilience and Thrive, *Kat Nagel*

The nature of work in the 21st century has undergone radical systemic change. Chaotic market conditions and changing client expectations jerk us around. Can we make sure we thrive, and don’t end up as roadkill? When caught between a rock and a hard place, can we learn to become thin and slippery? Explore career resilience, and learn some practical techniques for regaining control of our careers and our lives.

5:30–6:30 p.m. **Networking time**
7 p.m. **Dinner (not included in registration) – group outing will be arranged**

Sunday, September 27

9 a.m.–3 p.m. **Editorial Bootcamp with *Laura Poole* (not included in conference registration)**

Session B

Making Word Work for You, Not Against You, *Geoff Hart*

Whether you’re a writer, editor or proofreader, these days, you have to use Microsoft Word — and it continues to confound many of us. Enhance your ability to bend Word to your will in this session. Plug into ways to use Microsoft Word more effectively to solve common writing and editing problems with the goal of increasing your efficiency — thus, your income per unit time — and the quality of your editing — thus, customer satisfaction. Most of the editing-related tricks also work for writing. To make sure the session covers details important to you, contact Geoff at ghart@videotron.ca before August so he can include them in the presentation.

Nailing a New Niche: Making the Transition from the Work You Have to the Work You Want, *Randy B. Hecht*

You’ve got your bread-and-butter clients—and then you’ve got those “dream markets” that you can’t figure out how to crack. If your pitches and letters of introduction aren’t getting responses, you need another strategy. This session will guide you through identifying bridges between the work you do and the genres, niches, industries and markets you’re targeting. Come prepared to be an active participant and plan to leave with a blueprint for winning the assignments you want.

Moving Beyond the One-Person Model, *Barbara Hart*

Many freelancers are happy as one-person businesses, but many reach a point of considering expanding beyond that model to running an actual company with subcontractors or employees — and bigger projects than an individual might be able to handle. Learn what it takes to create and manage the company model, from finding people to work with or for you to getting the big projects and clients that make this model profitable to coping with the constantly changing landscape of taxes and regulations, from a DC-area colleague who’s been doing this for years.

For info about speakers, go to: www.communication-central.com/2015/events/2015-conference/



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Program highlights

Friday, September 25–Saturday, September 26

New this year: 45-minute one-on-one **business coaching sessions** with **Rich Adin** of the An American Editor blog; some times may be available on **Thursday, September 24**, if requested.

Friday, September 25

Registration, continental breakfast, lunch, networking;
concurrent sessions; dinner outing (cost not included)

Saturday, September 26

Registration, continental breakfast, lunch, networking;
concurrent sessions; dinner outing (cost not included)

Sunday, September 27: Editorial Bootcamp; separate registration and fee, discount for conference attendees; see next page.

Fees

	Colleague* By July 31	Other	Colleague* August 1–September 20	Other	Colleague* September 21–onsite	Other
<input type="checkbox"/> Coaching session	\$25	\$25	\$25	\$30	\$40	\$40
<input type="checkbox"/> Friday only	\$175	\$200	\$225	\$250	\$275	\$300
<input type="checkbox"/> Saturday only	\$175	\$200	\$225	\$250	\$275	\$300
<input type="checkbox"/> Friday & Saturday	\$250	\$300	\$350	\$375	\$400	\$450

Total—enclosed by check ☐ or sent via PayPal ☐: \$ _____

*A **colleague** has participated in a previous **Communication Central** program, **Editorial Bootcamp** or Editorial Inspirations class, or is a member of a professional association listed below. (If your organization is not listed, contact **Communication Central** at conference@communication-central.com or **585-248-0318** to see if it qualifies for a discounted **colleague** rate.) One discount per person.

Name _____

Address _____

Phone _____ Fax _____ E-mail _____

Preferred day and time for coaching session: _____

Colleague — Attended: ☐ **Communication Central** event ☐ **Editorial Bootcamp** ☐ Editorial Inspirations class

or member of: ☐ ACES ☐ AMA ☐ AMWA ☐ AWC ☐ CEL ☐ EAC ☐ EFA ☐ fbb ☐ IABC ☐ MWA
☐ NABJ ☐ NAIWE ☐ NWU ☐ RPCN ☐ SfEP ☐ SPJ ☐ STC ☐ WAB ☐ Other _____

Payment may be made by **check** to **Communication Central**, 2500 East Avenue, Suite 7K, Rochester, NY 14610 (include this form). Credit cards accepted via **PayPal**, payable to conference@communication-central.com (please **fax** this form to **585-248-3638**).

Registration is complete only when payment is received. **Discounts apply only when payment received by dates shown.**

Refund policy: Cancellations received by **September 1**, 50% refund; **September 2–20**, 25% refund; after **September 20**, no refund.

Accommodations: **Hyatt Regency Downtown** (125 E. Main Street, Rochester, NY 14604; 585-546-1234). **Room rate** (+ taxes): \$114/night for room with 2 double-sized beds. **Wifi:** included. **Parking:** \$4/night for hotel guests; hourly rate for non-guests; \$13/day for valet service. Use reservation code <https://resweb.passkey.com/go/communicationcentral>. For further assistance, call **888-421-1442** with the group code (**G-COMC**) and say you are with the **Communication Central** conference.

Lots of great **activities for spouses and kids!** For details, go to www.communication-central.com and look for **Rochester attractions**.

Communication Central • 2500 East Avenue, #7K, Rochester, NY 14610 • www.communication-central.com
585-248-0318, phone • 585-248-3638, fax • @commcen • conference@communication-central.com

Editorial Bootcamp: Copyediting Intensive

Sunday, September 27, 2015, 9 a.m.–3 p.m.

Hyatt Regency Downtown Hotel, Rochester, NY

*In conjunction with the 2015 **Communication Central** conference
for aspiring and current freelance editors, writers, proofreaders, indexers, etc.*



EDITORIAL
Bootcamp

Laura Poole, owner of **Archer Editorial Services** and co-founder of the **Editorial Bootcamp**, will present this skill-intensive seminar for both aspiring and experienced editors, freelance and in-house.

This **Copyediting Intensive** provides training on nonfiction copyediting skills and concepts, both the fundamentals and more advanced topics, including:

Reference and style guides

Software

Markup

Style sheets

Author's voice

Fact-checking

Querying

Notes and references

Front- and backmatter

Tables and figures

Spelling, capitalization, punctuation, numbers

and more!

For more information about the program and Laura Poole, go to www.editorialbootcamp.com.

Breakfast and lunch are included in the registration fee, as well as all printed materials and exercises to be done outside of class. Attendees of the **Communication Central** conference, **September 25–26, 2015**, at the same location, receive a \$50 discount. (To register for the **Communication Central** conference, see other pages or go to www.communication-central.com.)

Registration fee: \$250 per person or \$200 for past and current **Communication Central** conference attendees, payable by check or PayPal.

Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Amount enclosed ☐ /sent via PayPal ☐: \$_____

Send check and registration form to:

Archer Editorial Services, Inc.

112 Blue Ridge Court

Durham, NC 27703

For Paypal, use laura@archereditorial.com

For accommodations (**Hyatt Regency Downtown**, 125 E. Main Street, Rochester, NY 14604; 585-546-1234), use reservation code <https://resweb.passkey.com/go/communicationcentral>. For further assistance, call **888-421-1442** with the group code (**G-COMC**) and say you are with the **Communication Central** conference. **Room rate** (+ taxes): \$109/night for room with 2 double-sized beds. **Wifi**: included. **Parking**: \$4/night for hotel guests; hourly rate for non-guests; \$13/day for valet service.

For information about area activities for spouses/partners and kids, go to www.communication-central.com and look for **Rochester attractions**.