



## **Be a Better Freelancer! (Re)Inventing Your Business**

9th Annual Communication Central

“Build Your Communications Business” Conference  
**Friday, September 26–Saturday, September 27, 2014**  
Hyatt Regency Downtown Hotel, Rochester, NY

### Program highlights

#### **Friday, September 26, 8 a.m.–6 p.m.**

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

#### **Saturday, September 27, 8 a.m.–5 p.m.**

Registration, continental breakfast, lunch, networking, concurrent sessions

#### **Sunday, September 28, 9 a.m.–3 p.m.**

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

#### **Keynote – The Business of Getting Freelance Business**

Jake “Dr. Freelance” Poinier on ways to find more and better writing and other freelance work.

#### **Working Well in Word and More**

Ben Davis on working effectively with Microsoft Office, including the latest in Word, without going bonkers.

#### **The Joy of Organization**

April Michelle Davis on managing documents, systems and processes for a better-organized business, office and life.

#### **Tackling the Challenges of Editing Fiction**

Amy Schneider with what you need to know to copy edit fiction manuscripts for publishers.

#### **Improving Software Skills, Soft Skills & Survival Skills**

Geoff Hart on better ways to work for greater profitability.

#### **Crafting a Workable Work/Life Balance**

Laura Poole and Katharine O’Moore-Klopf on balancing freelancing with distractions, emergencies, and family life at all stages – from raising young children to managing teenagers to caring for aging parents.

#### **Techy Tools for Greater Efficiency & Accuracy**

Daniel Heuman of PerfectIt! and Jack Lyon of the Editorium with tech tools and techniques for better, faster editing and proofreading.

#### **Becoming a Social Media Super-star**

Erin Brenner with new insights into crafting and benefiting from an online presence in new areas of social media.

#### **Power up Your Promotions**

Laura Poole and Ruth E. Thaler-Carter on getting the word out about your freelance business, from branding to web-sites to business cards to promotional products and more.

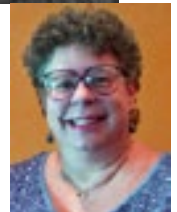
#### **Freelancing 101: Launching a Writing/Editing/Etc. Business**

Ruth E. Thaler-Carter on what it takes to start a writing, editing, proofreading, indexing, graphics or other freelance business and make it work for you.

#### **Self-publishing Super Summit**

Greg Ioannou, Dick Margulis, Ally E. Machate and Jack Lyon on aspects of self-publishing from a variety of perspectives – finding and working with authors, publishing options, and much more.

For bios of speakers and full descriptions of sessions, go to  
<http://www.communication-central.com/category/conferences/>





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**Program highlights**

**Friday, September 26**

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

**Saturday, September 27**

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

**Sunday, September 28**

**Editorial Bootcamp**, 9 a.m.–3 p.m.; separate registration and fee, with discount for conference attendees; see last page.

**Fees** – *unchanged from last year!*

	Colleague* By July 31	Other	Colleague* August 1–September 25	Other	Colleague* After September 25–onsite	Other
<input type="checkbox"/> Friday	\$175	\$200	\$225	\$250	\$275	\$350
<input type="checkbox"/> Saturday	\$175	\$200	\$225	\$250	\$275	\$350
<input type="checkbox"/> Friday–Saturday	\$250	\$300	\$375	\$400	\$450	\$500

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. One discount per person. (If your organization is not listed, contact **Communication Central** at [conference@communication-central.com](mailto:conference@communication-central.com) or **585-248-0318** to see if it qualifies for a discounted **colleague** rate.)

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**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 \_\_\_\_\_

Sweatshirt size (for first-time attendees):  XL  L  M  S

Payment may be made by **check** to **Communication Central**, 2500 East Avenue, Suite 7K, Rochester, NY 14610.

Credit cards accepted via **PayPal**, payable to [conference@communication-central.com](mailto: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.

For accommodations (**Hyatt Regency Downtown**, 125 E. Main Street, Rochester, NY 14604; 585-546-1234), use reservation code <https://resweb.passkey.com/go/ComCentral>. 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.

Lots of great activities for spouses and kids! For details, go to [www.communication-central.com](http://www.communication-central.com) and look for **Rochester attractions**.



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Please indicate your topic preferences for concurrent sessions. These choices are not binding, but will help with planning space for each session. For session descriptions and speaker bios, go to [www.communication-central.com](http://www.communication-central.com).

Day/Time	Session A	Session B
<b>Friday, September 26</b>		
8–9 a.m.	<b>Registration/Continental breakfast/Networking</b>	
9:15–10:30 a.m.	<b>Welcome and Keynote presentation</b> — <i>The Business of Getting Freelance Business, Jake “Dr. Freelance” Poinier</i>	
10:30–11:15 a.m.	<b>Bonus session</b> – to be announced	
11:30 a.m.–1 p.m.	<b>Lunch and Giveaways</b> — <i>network with presenters and colleagues</i>	
<b>Concurrent sessions</b>		
1:15–3:15 p.m.	<input type="checkbox"/> <b>Working Well in Word and More,</b> <i>April Michelle Davis</i>	<input type="checkbox"/> <b>Tackling the Challenges of Editing Fiction,</b> <i>Amy Schneider</i>
3:30–5:30 p.m.	<input type="checkbox"/> <b>The Joy of Organization,</b> <i>Ben Davis</i>	<input type="checkbox"/> <b>Improving Software Skills, Soft Skills &amp; Survival Skills,</b> <i>Geoff Hart</i>
5:45–6:45 p.m.	<b>Cash bar/Networking time</b>	
7 p.m.	<b>Dinner (not included in registration)</b> – group outing will be arranged	
<b>Saturday, September 27</b>		
8–9 a.m.	<b>Registration/Continental breakfast/Networking</b>	
<b>Concurrent sessions</b>		
9:15–11:15 a.m.	<input type="checkbox"/> <b>Power Up Your Promotions,</b> <i>Laura Poole &amp; Ruth E. Thaler-Carter</i>	<input type="checkbox"/> <b>Techy Tools for Greater Efficiency &amp; Accuracy,</b> <i>Daniel Heuman and Jack Lyon</i>
11:30 a.m.–12:30 p.m.	<b>Lunch</b> — <i>network with presenters and colleagues</i>	
<b>Concurrent sessions</b>		
12:45–2:45 p.m.	<input type="checkbox"/> <b>Becoming a Social Media Super-star,</b> <i>Erin Brenner</i>	<input type="checkbox"/> <b>Crafting a Workable Work/Life Balance,</b> <i>Laura Poole and Katharine O’Moore-Klopf</i>
3–5 p.m.	<input type="checkbox"/> <b>Self-publishing Super Summit,</b> <i>Ally Machate, Jack Lyon, Greg Ioannou, Dick Margulis</i>	<input type="checkbox"/> <b>Freelancing 101: Launching a Writing/Editing/ Etc., Business,</b> <i>Ruth E. Thaler-Carter</i>
5:30–6:30 p.m.	<b>Cash bar/Networking time</b>	
7 p.m.	<b>Dinner (not included in registration)</b> – group outing will be arranged	
<b>Sunday, September 28</b>		
9 a.m.–3 p.m.	<b>Editorial Bootcamp with Laura Poole</b> (not included in conference registration – see last page for details)	

# Editorial Bootcamp: Copyediting Intensive

Sunday, September 28, 2014, 9 a.m.–3 p.m.

Hyatt Regency Downtown Hotel, Rochester, NY

*In conjunction with the 2014 **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 Ms. Poole, go to [www.editorialbootcamp.com](http://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 26–27, 2014**, 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](http://www.communication-central.com).)

Registration fee: \$250 per person (\$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](mailto: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/ComCentral>. 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.

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