



Be a Better Freelancer!
Marketing Magic and More for Your Business
8th Annual Communication Central
“Build Your Communications Business” Conference
Friday, September 27–Saturday, September 28, 2013
Staybridge Suites, Rochester, NY

Program highlights

Friday, September 27

Registration, continental breakfast, lunch, networking;
keynote with Rich Adin, concurrent sessions

Saturday, September 28

Registration, continental breakfast, lunch, networking;
4-hour session with Rich Adin, concurrent sessions

Sunday, September 29

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

Keynote – Thinking Big: The Future of Freelancing

Rich Adin on positioning yourself now to meet the challenges of the future

The Benefits of Branding

Chuck Ingersoll on ways to create and promote your brand in the marketplace, and how it can translate into business

Social Media vs. Socializing – Benefiting from Being Online

Erin Brenner and Janice Campbell on using LinkedIn, Facebook, Twitter, websites, blogs, promotional sites and other resources to expand and enhance a freelance business

Unleashing Your Inner Creative

Ellen Koronet with lively insights and exercises that will ramp up your creativity

Finding and Working with Foreign Clients

Geoff Hart with tips on what it takes to find and work successfully (and profitably) with clients from other countries

(Self-) Publishing from Both Sides Now

Ally E. Machate on self-publishing opportunities for both

editors and writers – how to self-publish, and how to find and work with clients in the self-publishing world

Adapting to Acrobat

Laura Poole and Ruth E. Thaler-Carter on responding to clients who provide PDFs for editing and proofreading

Go Wild with Macro Magic

Jack Lyon on creating and using macros for greater editing efficiency and effectiveness

Twigging the Mysteries of Business Success as a Writer, Blogger, Editor or Publisher: It’s All in the Breeding

Yvonne DiVita with tips on how success can breed success

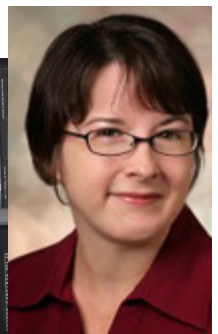
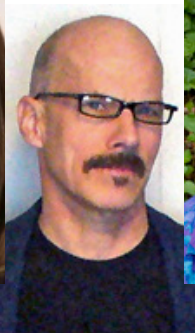
Finding the Middle Way: Juggling Work and Family

Laura Poole on how to make time for yourself, your spouse or partner, your kids — and your communications business

The Business of Freelancing, Parts 1 and 2

Rich Adin with in-depth insights into making money as an editor, getting good rates, working more efficiently, competing globally, and much more

For bios of speakers and full descriptions of sessions, go to
www.communication-central.com/2013/events/2013-conference/





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 keynote with Rich Adin, concurrent sessions

Saturday, September 28

Registration, continental breakfast, lunch, networking;
 4-hour session with Rich Adin, concurrent sessions

Sunday, September 29

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

Fees

	Colleague* By August 30	Other	Colleague* August 31–September 24	Other	Colleague* After September 24/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 or **Editorial Bootcamp**, 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 or **585-248-0318** to see if it qualifies for a discounted **colleague** rate.)

Name _____

Address _____

Phone _____ Fax _____ E-mail _____

Adin blog subscriber

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

Member of: ACES AMA AMWA AWC CEL EFA fbb IABC MWA NABJ
 NAIWE NWU PRSA RPCN 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 (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, contact the **Staybridge Suites**, 1000 Genesee Street, Rochester, NY 14611 (585-527-9110; <http://tinyurl.com/mxhsts4>) and say you are with the **Communication Central** conference. **Room rates** (+ taxes): studio (includes sleep sofa)—\$119/night; 1 bedroom—\$129/night; 2 bedrooms (with 2 baths)—\$199/night. **Wifi**: included. **Parking**: free.

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



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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.

Day/Time	Session A	Session B
Friday, September 27		
8–9 a.m.	Registration/Continental breakfast	
9:15–10:15 a.m.	Welcome and Keynote presentation — <i>Thinking Big: The Future of Freelancing, Rich Adin</i>	
10:15–11:15 a.m.	Special session The Benefits of Branding (for) Your Business, <i>Chuck Ingersoll</i>	
11:30 a.m.–1 p.m.	Lunch—network with presenters and colleagues	
Concurrent sessions		
1:15–3:15 p.m.	<input type="checkbox"/> Unleashing Your Inner Creativity, <i>Ellen Koronet</i>	<input type="checkbox"/> Adapting to Acrobat, <i>Laura Poole</i>
3:30–5:30 p.m.	<input type="checkbox"/> Secrets to Success, <i>Yvonne Divita</i>	<input type="checkbox"/> Finding and Working with Foreign Clients, <i>Geoff Hart</i>
5:45–6:45 p.m.	Cash bar/Networking time	
7 p.m.	Dinner (not included in registration) – group outing will be arranged	
Saturday, September 28		
8–9 a.m.	Registration/Continental breakfast	
9:15–11:15 a.m.	<input type="checkbox"/> Social Media vs. Socializing—Make the Most of Being Online <i>Erin Brenner & Janice Campbell</i>	<input type="checkbox"/> Go Wild with Wildcards for Greater Productivity, <i>Jack Lyon</i>
11:30–1 p.m.	Lunch—network with presenters and colleagues	
1:15–3:15 p.m.	<input type="checkbox"/> Self-publishing from Both Sides Now <i>Ally Peltier Machate</i>	<input type="checkbox"/> The Business of Freelancing 1, <i>Rich Adin</i>
3:30–5:30 p.m.	<input type="checkbox"/> Finding the Middle Way: Juggling Work & Family, <i>Laura Poole</i>	<input type="checkbox"/> The Business of Freelancing 2, <i>Rich Adin</i>
5:45–6:45 p.m.	Cash bar/Networking time – Giveaways!	
7 p.m.	Dinner (not included in registration) – group outing will be arranged	
Sunday, September 29		
9 a.m.–3 p.m.	Editorial Bootcamp with Laura Poole (not included in conference registration – see last page for details)	

Editorial Bootcamp: Copyediting Intensive

Sunday, September 29, 2013, 9 a.m.–3 p.m.

Staybridge Suites, 1000 Genesee Street, Rochester, NY

*In conjunction with the 2013 **Communication Central** conference
for aspiring and current freelance editors, writers, proofreaders, indexers, etc.*



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

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	<i>and more!</i>

For more information about the program and Ms. 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 27–28, 2013, 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 (\$200 for 2012 and 2013 **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, contact the **Staybridge Suites**, 1000 Genesee Street, Rochester, NY 14611 (585-527-9110, <http://tinyurl.com/mxhsts4>) and say you are with the **Communication Central** conference. Room rates: studio (bed and sleepsofa w divider) —\$119/night; single—\$129/night; 2 bedrooms/2 baths—\$199/night (+ taxes) – all comfortably sharable. Wifi: **included**. Parking: **free**.

About 10 minutes from Greater Rochester International Airport, 10–15 minutes from Amtrak station.

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