Agenda

Monday, August 29

8:30–9:15 Coffee and registration
Central concourse (CC)

9:15–9:30 Welcome—EFA representatives
Auditorium

9:30–10:45 Opening Keynote: The Competitive Creative—Jane Friedman
Auditorium

10:45–11:15 Break, visiting exhibits, formal networking
CC

11:15–12:30 Simultaneous sessions

A. Get More than Money from Your Pricing
—Jake Poinier
Alcott

B. Editing for Self-Publishers
—Katherine Pickett, Maria Rodgers O'Rourke
Strunk

C. Acrobatics for Editors & Proofreaders: Editing on a pdf*
—Adrienne Montgomerie
Steinem

D. Copyediting Challenge
—Mark Allen, Erin Brenner, Sarah Grey, Laura Poole
Twain

12:30–2:00 Lunch (bookstore open)
CC, Steinem, Twain

2:00–3:15 Simultaneous sessions

E. Getting It Done: Creative Organization & Task Management
—Laura Poole, Kristen Stieffel
Alcott

F. Freelancing 101: Getting Your Business off the Ground
—Maria M. Boyer, Michelle Dalton, Ruth E. Thaler-Carter
Strunk

G. Inclusive Language*
—Sarah Grey
Steinem

H. Honing and Practicing Your Negotiating Skills
—Laurie Lewis
Twain

3:15–3:45 Break, visiting bookstore and exhibits, informal networking
CC

3:45–5:00 The Three Es of Exceptional Marketers
—Jake Poinier
Auditorium

*Sponsored by Copyediting

Enjoy the evening on your own with other conference-goers! See you tomorrow!

turn over for other day
Tuesday, August 30

8:30—9:15  Coffee and registration

9:15—9:30  Welcome to Day 2—EFA representatives

9:30—10:45  Day 2 Keynote: A Life Squandered on Words—Mary Norris

10:45—11:15  Break, visiting bookstore and exhibits, informal networking

11:15—12:30  Simultaneous sessions

I.  TLC for VIPs: Become Your Clients’ Favorite Freelancer
   —Christina Frey, Julie Munden, Jake Poinier

J.  Copyediting Fiction
   —Amy J. Schneider, Erin Wilcox

K.  Editing for the Web*
   —Erin Brenner

L.  Mentoring Roundtable for New Freelancers
   —Sheila Buff, Katharine O’Moore-Klopf, Katherine Pickett

12:30—2:00  Lunch  (bookstore open)

2:00—3:15  Simultaneous sessions

M.  Taking Your Business to the Next Level
   —Erin Brenner, Adrienne Montgomery, Laura Poole

N.  Defining and Delivering the Developmental Edit
   —Ally E. Machate, Erin Wilcox

O.  Working With Authors Who Are Non-native English Speakers*
   —Katharine O’Moore-Klopf

P.  Brainstorming to Bring in Better Business
   —Sheila Buff

3:15—3:45  Break, visiting exhibits, formal networking

3:45—5:00  Closing Session: Tips of the Trade
   —Conference attendees

Room

Central concourse (CC)
Auditorium
Auditorium
CC
Steinem
Strunk
Alcott
Twain
CC, Steinem, Twain
Alcott
Strunk
Twain
Steinem
CC
Auditorium

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Thank you for coming to the 2016 EFA Conference.

Please complete the evaluation form before you leave.

turn over for other day