

Advanced Copy-editing &

Effective Project Management

by Susan Keogh, Australia

Editors looking to progress in their careers need to know more than the rules of punctuation and grammar. This stimulating workshop looks at the issues and problems that confront editors who work or want to work at a more advanced level and provides you with proven strategies to deal with the challenges that are faced by senior editors. Over one and a half days, the workshop will focus on three key areas:

- how to improve poor writing
- how to produce effective marketing and publicity material
- how to manage projects, including large ones, effectively

What Makes Good Writing

Junior editors learn to deal with poor grammar, poor punctuation and poor sentence structure but rarely are they taught what makes 'good' writing or how to recognise and deal with poor writing. This section of the workshop will look at how context and audience influence what a text should be: how genre and literary writing tend to differ from one another, and enable editors to judge what is appropriate for the publications they edit. In particular, you will look at three common problems:

- authors who repeat themselves
- authors whose writing is lazy
- authors who try too hard

You will learn how to implement such strategies as 'show, don't tell' and 'less is more'.

When Editors Are Authors: Writing Effective Blurbs & Publicity Material

The second part of the workshop will deal with the part of an editor's job that many editors find confronting: writing. This session will build on the analysis of poor writing and good writing from the earlier part of the day and look at the techniques used in effective persuasive writing. In practical exercises, you will write blurbs using the tested techniques learnt in the workshop.

Effective Project Management

The final part of the workshop will deal with what preoccupies many senior and managing editors: how to cope when things go wrong. You will learn about the particular importance of forward planning, and how to make schedules and calendars a tool rather than a trial. Finally, you will be introduced to the need to adaptable when the best-laid plans fail: being an effective microchange manager is the often the key to being an effective editorial manager, and practical solutions for some specific real-life problems—such as discovering typos on the contents page of an advance copy—will be discussed.

28 Jun 2010, 9.30am – 5.30pm
& 29 Jun 2010, 9.30am – 1pm

Imagination Room, L5
National Library, Victoria St.

Susan Keogh

Susan Keogh has more than 20 years of experience in the publishing industry. She has worked in-house as an editor, publishing manager and editorial manager for Melbourne University Press, Lonely Planet and Cambridge University Press.

She is a Distinguished Editor member of the Australian Institute of Professional Editors Assessors Forum (the group that has developed and assesses the national editors' accreditation examination) and she is an honorary life member and former president of the Society of Editors in the Australian state of Victoria.

She currently works as an editorial and publishing consultant for corporations and publishing companies, and teaches in the Royal Melbourne Institute of Technology's Postgraduate Diploma in Editing and Publishing.

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28 – 29 June 2010 | Imagination Room @ National Library Building, Victoria St.

Course Administration

Registration Fees (please tick one)

- S\$330 per person (for SBPA member)
 S\$370 per person for group registration of 2 & above (non-SBPA member)
 S\$420 per person (non-SBPA member)

Fee is nett and is in Singapore dollars. Includes workshop materials and tea breaks.

Ways to register

1. Register online by visiting www.bookcouncil.sg, or
2. Complete the form below and fax it to (+65) 6742 9466.

Cancellation & Substitution

An invoice will be issued upon receipt of your registration form. Fees paid are non-refundable but transferable.

Requests for cancellation must be made on/before 14 June 2010, after which a cancellation charge of 50% of the full course fee is applicable.

Payment

Payment is required before the workshop commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS" and mail the payment together with your form to us. Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/emailed/submitted your online registration.

Upon submission of your registration, you are deemed to have read and understood the registration procedures and accepted the terms contained therein.

Contact Details

National Book Development Council of Singapore,
50 Geylang East Avenue 1, Singapore 389777

Email: clap@bookcouncil.sg

Tel: (+65) 6848 8290

Registration

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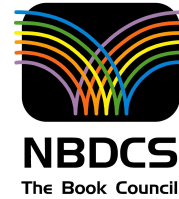
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