

# atlanticmagazines ASSOCIATION

## *Words to live by!* Writers and Editors Seminar

Name \_\_\_\_\_

Company/Magazine \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Email \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Ext \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Payment Details: \*  Cheque  Visa  M/C \_\_\_\_\_

Amount \_\_\_\_\_

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_

Signature \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

\* Make cheques payable to Atlantic Magazines Association \_\_\_\_\_

### Fax or mail this form to

Nancy Middlemiss  
c/o Metro Guide Publishing  
1300 Hollis Street, Halifax, NS B3J 1T6  
Tel: 420-9943 Fax 902-429-9058  
nmiddlemiss@metroguide.ca

Taxes included. Make cheques payable to  
Atlantic Magazine Association

### Location

Saturday, May 8th, 2010  
Halifax Marriott Harbourfront Hotel  
1:00pm - 4:00 pm

### Fee:

\$35.00 (regular admission)  
Students \$20  
Tax included

### Raising a story

What does it take to make a good story? David Holt's Raising a Story seminar takes writers and editors from the birth of an idea, either from a writer or an editor, to maturity as a published article. Holt explains how writers can take that initial concept and mould it into a story, while leaving room for new insights as the research comes along. The seminar addresses why knowing your audience is critical and how and why to keep a story in line with the mission of the publication. Writers and editors by nature, think in words. This seminar encourages literary types to think in terms of visuals and photo opportunities, and how an author can capitalize on an image through the use of heads and decks.

**Speaker:** David Holt Editor and co-founder of OptiMYZ

### Write, Live, Eat

"I want to be a writer when I grow up." It's a childhood dream that has made more than one parent cringe and rapidly suggest a number of more lucrative and sure-fire career paths. In Write, Live, Eat, award-winning author Eleanor Beaton tackles what it takes to be a successful freelance writer from a business perspective. After all, you can't eat a story, no matter how good it is. Learn from Beaton how to identify what publishers want, how to negotiate, and most importantly, how to make a living as a writer.

**Speaker:** Eleanor Beaton is writer and PR consultant

### Talking to Editors

As a writer and a magazine editor, Barry Boyce has experienced both sides of the magazine editorial world. Writers need to be published to be successful; editors in turn, need good stories to publish to be successful. Barry Boyce's Talking to Editors seminar is a must attend for writers—offering up advice for writers from an editor's perspective. How to court an editor, what editors respect, and how to work with and listen to an editor while still maintaining your own integrity as a writer.

**Speaker:** Barry Boyce is senior editor and features writer at the Shambhala Sun magazine.