



PWAC Toronto Chapter Professional Development 2011-2012

Wednesday, October 12, 2011

Getting to Yes: How to Pitch Stories to Editors

Boost your publishing success rate, see your name in print and improve your bottom line. Our panel of editors will provide valuable tips on pitching stories, building relationships and becoming a go-to freelancer.

Tuesday, November 15, 2011

Writers Earning a Living: Alternate Revenue Sources

Writing, editing, PR, training, teaching, TV commentary, baking cupcakes? Explore ways to find fulfillment and learn about alternative revenue streams that could contribute to your career success.

Tuesday, January 17, 2012

Freelance Secrets of Success

Freelancers can make a comfortable living – and it's not all about just writing. Three highly successful freelancers share ways to maximize income through smart marketing, pitching, time management, and hard work.

Thursday, February 16, 2012

Digital Journalism for Pay

Does digital journalism present a legitimate, financially viable alternative to traditional media or is it just a pallid copy of old-school newspaper, TV and radio news? Learn how editors and writers are making it in a digital age.

Tuesday, March 20, 2012

Writing Your Way: Careers in Corporate Writing and Copywriting

Find lucrative opportunities to serve businesses starved for clean, client-winning prose. Expert copywriters tell you how to leverage your periodical work, build a portfolio, find potential clients and prepare a winning pitch.

Wednesday, April 18, 2012

Insider Tips: Getting Started in Health and Science Writing

Have you always wanted to write about health and science topics? Learn to take advantage of the growing demand in this market with insider tips and tools from three of Canada's top-ranked health and science writers.

Tuesday, May 15, 2012

Make Your Narrative Non-Fiction Dazzle!

How can your non-fiction enchant and captivate readers? What are the latest tips and techniques? Experts in this genre will help you set the scene and turn real-world issues into irresistible stories that sell.

Note: Each evening seminar is followed by Cheers with Peers Networking. (Pay for your own cheers)
Check event pages for more details.

Saturday, March 24, 2012 (2 ½ Day Workshops)

Web Marketing with Audio and Video for Freelancers

Producing a podcast or using a short audio clip or promotional video can greatly enhance your credibility and online presence. By the end of either half-day workshop, you will write, record, edit, produce and publish your own audio or video segment to upload to your website for maximum marketing impact.

Watch for our 2012 Online Series! Coming soon!

For more information contact Dawn Boshcoff, VP Professional Development
<mailto:d.boshcoff@pwactoronto.org>



PWAC Toronto Chapter Special Events and Networking 2011-2012

Sunday, September 25, 2011

Word on the Street at Queens' Park Circle in Toronto

Be sure to check out the PWAC booth at the Word on the Street literary festival. Toronto Chapter volunteers will be there throughout the day to answer questions and provide giveaways, along with promoting all things PWAC! For more information on the largest literary festival of its kind, visit [Toronto Word on the Street](#).

Wednesday, October 12, 2011

Cheers with Peers Networking Event follows our monthly seminar series at 9:15 p.m., at the [Madison Avenue Pub](#), a welcoming watering hole conveniently located at 14 Madison Avenue, off Bloor Street near Spadina Avenue. Come and meet, mingle and munch with friendly writer folks, seminar panelists and audience members alike.

Tuesday, November 15, 2011

Cheers with Peers Networking Event follows our monthly seminar series at 9:15 p.m., at the [Madison Avenue Pub](#), a welcoming watering hole conveniently located at 14 Madison Avenue, off Bloor Street near Spadina Avenue. Come and meet, mingle and munch with friendly writer folks, seminar panelists and audience members alike.

Thursday, December 8, 2011

PWAC Toronto HO-HO-HOLIDAY Party

Join us to celebrate the season. A seasonal, fun and purely social event featuring surprise guests and finger food. Starting at 8:00 p.m., and ending when the last carouser leaves! All PWAC members and friends are welcome.

Tuesday, January 17, 2012

Cheers with Peers Networking Event follows our monthly seminar series at 9:15 p.m., at the [Madison Avenue Pub](#), a welcoming watering hole conveniently located at 14 Madison Avenue, off Bloor Street near Spadina Avenue. Come and meet, mingle and munch with friendly writer folks, seminar panelists and audience members alike.

Thursday, February 16, 2012

NOTE: **Cheers with Peers Networking Event** location following the February seminar is at 9:15 p.m., at [The Bishop and the Belcher](#) at 175 Bloor Street East, Toronto.

Tuesday, March 20, 2012

Cheers with Peers Networking Event follows our monthly seminar series at 9:15 p.m., at the [Madison Avenue Pub](#), a welcoming watering hole conveniently located at 14 Madison Avenue, off Bloor Street near Spadina Avenue. Come and meet, mingle and munch with friendly writer folks, seminar panelists and audience members alike.

Wednesday, April 18, 2012

NOTE: **Cheers with Peers Networking Event** location following April seminar is at 9:15 p.m., at [The Bishop and the Belcher](#) at 175 Bloor Street East, Toronto.

Tuesday, May 15, 2012

Cheers with Peers Networking Event follows our monthly seminar series at 9:15 p.m., at the [Madison Avenue Pub](#), a welcoming watering hole conveniently located at 14 Madison Avenue, off Bloor Street near Spadina Avenue. Come and meet, mingle and munch with friendly writer folks, seminar panelists and audience members alike.

Wednesday, May 23, 2012

PWAC and Partners' Literary Author Night

Recite an original work of your own at our open mic event or come to hear and cheer fellow aspiring and published authors. All literary genres accepted. We welcome all PWAC members and partners from associated writing groups. The event is FREE. (Pay for your own food and drinks).

The following events are planned for PWAC members ONLY.

Friday, August 26, 2012

Roll n' Rally - PWAC Members ONLY

Why not give those mental gears a rest, and get your wheels in motion at our members only, leisurely roll in the Don Valley! For cyclists and bladders of all levels, this event will stimulate your body, mind, and appetite. A causal restaurant dinner will follow (Pay for your own meal and beverages.)

Wednesday, October 26, 2011

Tea and Tune-ups - PWAC Members ONLY

Enjoy a cup of tea and nibble on a scone while learning how to extend the lifetime of your car. A trio of auto industry experts will strip your car worries away with tried-and-true advice on keeping up with basic preventive maintenance, boosting your fuel economy, and getting the real deal from car care specialists.

Thursday, November 24, 2011

Antiquarian Book Tour - PWAC Members ONLY

Whether you discover an original Alexander Pope manuscript or a pencil draft in Margaret Atwood's illegible scrawl, our city is the lucky home to a den of literary history. Join fellow chapter members for a tour through the Thomas Fisher Rare Book Library, and be privy to a secret Toronto treasure.

Thursday, January 19, 2012

Midwinter Shinny - PWAC Members ONLY

Exchange your keyboard and smart phone for a pair of skates and a helmet, and join fellow members for a game of co-ed shinny hockey. Slap sticks with your peers and exchange freelancing tips with fellow GTA-based wordsmiths. All levels are welcome.

Saturday, March 31, 2012

Bowling for Scholars - PWAC Members ONLY

Never bowled? Not to worry: If you're a well-rounded scribe, you're bound to love bowling—it's impossible not to have fun! This is a PWAC Toronto Chapter family event, so feel free to bring your partner and children. We'll meet you in the alley!

Friday, April 20, 2012

Snakes & Lattes - PWAC Members ONLY

Whether you're into world domination or triple-word scores, you won't want to miss PWAC Toronto Chapter's friendly-gaming gathering at Snakes & Lattes, the beloved Toronto board-game cafe. Pull up a chair (and a cappuccino) and go head-to-head with fellow members in over one of 1,500 games. Space is limited, so register early!

For more information contact Nate Hendley, VP Special Events and Networking
<mailto:n.hendley@pwactoronto.org>