

PWAC

Toronto Chapter



Professional
Writers
Association
of Canada

Toronto Chapter 2016-2017 Season

Saturday, October 1, 2-3:45 pm: So You Want to Be a Creative Freelancer?

Presented at Culture Days. Do you work as a writer, editor, or graphic designer? Are you thinking about launching your own business? Learn about the perks and pitfalls of freelancing from long-time members and volunteers with the Professional Writers Association of Canada's Toronto Chapter, Editors Toronto, and the Association of Registered Graphic Designers. Topics include how to find clients, working with other creative professionals, and more practical information for freelancers. The presentation includes a Q&A session.

Monday, October 17, 7-8:30 pm: Build Your Buzz: Self-Promotion for Writers

What are the best tools and techniques for writers to promote themselves and attract new clients? Our experts discuss a wide range of marketing tools. Key topics include self-promotion for introverted writers, adopting new vs. traditional self-promotion tactics, creating your own website/blog vs. hiring a professional, and more.

Thursday, November 3, 7-9:30 pm: Welcome Party for New PWAC Members

PWAC Toronto Chapter's annual Welcome Party is a special opportunity for members who joined PWAC over the past year to get acquainted. Board members will be in attendance, and long-time members are invited to join in the fun as well. **Location:** Fox & Fiddle Bloor Yorkville, 280 Bloor St. West, Toronto (near Spadina Station) bloorfox.com

Thursday, November 24, 7-8:30 pm: Going Global: How to Find & Work with International Clients

We're called the Professional Writers Association of Canada, but our international markets are expanding as English becomes the default language of business and academia in more and more countries. In this panel discussion, you'll learn how to find, pitch to, and nurture clients outside of domestic markets. We'll also cover the practicalities of working internationally, such as getting paid, tax implications, and required paperwork (such as the W-8BEN form for American clients).

Monday, December 5, 7-10 pm: Ho-Ho-Holiday Party

PWAC Toronto Chapter's annual holiday party is a much-anticipated tradition and a wonderful way to kick off the festive season with your fellow writers. Members are invited to join us for snacks and holiday spirit! **Location:** Pogue Mahone, 777 Bay St., Toronto (near College Station) fabrestaurants.ca/restaurant/pogue-mahone/

Monday, January 9, 7-8:30 pm: The Healthy Freelancer: Self-Care for the Self-Employed

Dealing with deadlines doesn't have to be stressful. Learn self-care strategies and wellness tips that can fit into your busy schedule. Trade your tension for healthy mind and body strategies that will help you feel better and boost your productivity.

PWAC February Social Event: Details Coming Soon!

Join your fellow members for a special social and networking event in February. Please visit pwactoronto.org for updates.

Monday, March 27, 7-8:30 pm: Creating Client Relationships That Rock

If you earn your living as a freelancer, it's essential to have great client relationships. This event will help you take good care of those all-important relationships and yourself, too. Topics include building rapport with new clients and securing repeat work, the elements of a good contract, how to get paid when they're not paying, and how to fire a bad client.

Finding Your Freelance Niche: Details Coming Soon!

This special professional development event for freelance communications professionals will take place in April 2017. Watch pwactoronto.org for details.

PWAC May Social Event: Details Coming Soon!

Join your fellow members for a special social and networking event in May. Please visit pwactoronto.org for updates.

PWAC Toronto Chapter evening seminars are free for members and full-time students. The fee for other guests is \$20 at the door, or \$15 if they pay online in advance. Members of partner organizations attend for half price (\$10), provided they pay online in advance. Partner organizations include Editors Toronto and the Association of Registered Graphic Designers.

To register for Toronto events and to check locations, please visit pwactoronto.org.

For information about becoming a PWAC member, please visit the national website at pwac.ca.