

Joyce Mason

ink.

## TRAINING & DEVELOPMENT

### **Writing Workshops**

Reflecting on the passion & developing the craft of writing for communication, promotion & publication. Workshops cover writing's three Rs — reason, research & rewrite — offering:

- ¥ one-on-one project development
- ¥ tricks & tools of the trade
- ¥ principles of professionalism

### **Editing Workshops**

Workshops are geared to assessing, improving and knowing how to complement your in-house skills, covering:

- ¥ tools & techniques of the trade
- ¥ contracting & getting approvals from writers
- ¥ copy-editing — errors & consistency
- ¥ style — language, jargon, punctuation

### **Professional Standards Development**

Establish house style and editorial guidelines that suit your publishing needs.  
Clarify contracts/letters-of-agreement for contributors and free-lancers.  
Eliminate production bottlenecks.

### **Joyce Mason Ink**

Joyce Mason brings significant & varied professional publishing experience to the development of your personal writing skills and your business's publishing practices.

- ¥ 20 years in editorial development & print production
- ¥ 25 years of managerial experience in the cultural & corporate sectors

### **Awards**

Canadian Magazine Awards  
Advertising & Design Club of Canada

### **Affiliations**

Editors' Association of Canada  
Periodical Writers Association of Canada

Joyce Mason has contributed to various North American periodicals including:

*Elle Canada* ¥ *enRoute* ¥ *C international contemporary art* ¥ *The Globe and Mail*

### **Clients have included:**

- ¥ Art Galleries & Associations — Art Gallery of Hamilton, OAAG, The Power Plant
- ¥ Book Publisher — Williams Wallace
- ¥ Periodicals — C international contemporary art, Fireweed, Fuse, Parallelogramme
- ¥ Small Businesses — MacTweek, Inc., MM&A
- ¥ Public Corporations — Vintages (LCBO), Ontario Lottery & Gaming Corporation
- ¥ Universities & Colleges — University of Guelph, Sheridan College, York University