



Society of Editors (WA) Inc.  
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## Request for quote for 6<sup>th</sup> IPEd National Editors Conference Logo

### Invitation to submit a quote for conference logo

The Society of Editors (WA) Inc. will host the Institute of Professional Editors (IPEd) Conference 2013 in Perth. The Society requires a conference logo that can be used on all promotional materials for the conference. The following design brief includes format, remuneration and schedule.

For any queries and design submissions, please send to Marisa Wikramanayake, Conference convenor at <[marisa@marisa.com.au](mailto:marisa@marisa.com.au)> or 0419 925 300.

### Schedule

Deadline for quotes: **Wednesday 20 July 2011**

Select designer: **Monday 1 August 2011**

Final submission of logo: **Monday 22 August 2011**

### Scope

The Society of Editors (WA) Inc. is a professional association for editors and people interested in editing in Western Australia. Similar societies in each state have formed a national body, Institute of Professional Editors (IPEd). IPEd holds a national editors conference every two years. In 2011, the Society of Editors NSW will host the conference. In 2013, the Society of Editors (WA) Inc. will host the conference in Fremantle, Western Australia. The Society of Editors (WA) Inc. requires a conference logo to accompany our presentation to the 2011 national conference in Sydney in September.

The logo will feature on all conference promotional materials. About 250 to 300 people will view the logo at the 2011 and 2013 conferences. Conference promotions will reach a wider audience in the years 2011 to 2013 between the conferences.

### Delivery mechanism and marketing objectives

Promotional materials for the conference include three websites (SoEWA, IPEd and the conference website), letterheads, email newsletters and mailing lists, brochures, satchels, presentation slides and banners. The logo therefore must comply with advised specifications. The marketing objective of the logo is to communicate the theme of the 2013 conference *Editing across borders* to potential attendees and persuade them to attend.

### Format

The logo must be presented in several formats as outlined below.

#### *Online format*

**Colour:** RGB (in colour)

**File format:** GIF/PNG

**Resolution:** 600 dpi +

**Sizing:** Banner size of 800 pixels (width) by 200 pixels (height) and a smaller banner size of 200 pixels (width) by 100-150 pixels (height)

#### **Text on banner:**

Primary text: Editing across borders

Secondary text: 6<sup>th</sup> IPEd National Editors Conference, 2013

Tertiary text: Society of Editors (WA) Inc. (the term 'hosted by' may also be used if necessary)

*Print format*

**Colour:** CMYK (in colour)

**File format:** PDF

**Resolution:** 600 dpi +

**Sizing:** The image should be scalable so as to print on variety of different materials. 300–400 pixels (width) by 200 pixels (height).

**Text:** Similar to that of the online banner though it may be edited for spatial considerations

### **Ticket to the conference**

Remuneration for the successful submission will include one ticket to the 2013 conference (valued at \$400 AUD) and the designer's firm/name acknowledged on the website and conference program. The designer is also entitled to include the logo in a portfolio.

### **Provided to the designer**

1. Logos of the Society of Editors (WA) Inc. and IPEd. To receive these logo files, please contact the Conference Convenor.
2. A full description of the target audience and the theme *Editing across borders* (see below).

### **Description of target audience**

Generally, there are more women than men in professions related to editing. About 80% of the participants at the 2009 Adelaide conference were women. The majority of editors are over 45 years old and define education as their subject area. Editors work 'in house' for publishing houses, government departments and large companies or as freelance contractors. Freelance editors often work from home and might be juggling family and other responsibilities. Editing has a relatively high proportion of part-time workers. Editors have a wide range of interests and hobbies, but the one thing that unites them is a love of words and reading. They are usually very well educated and interested in the arts. Members of the Society include people who edit fiction and non-fiction books, government reports, business communications, science and literary journals and academic theses. We hope to attract people to the conference from areas as diverse as education, government, corporate, newspapers, magazines and journals. We are targeting editors from Western Australia, other states of Australia, and the Asia Pacific.

### **Message objectives**

The 2013 conference theme is *Editing across borders* which has three broad conference streams.

1. **Editing beyond traditional publishing** – looking at editing as a broad field beyond 'just' books and publishing houses to incorporate documents that require help with literacy (Spell better. Sell better! – editing for business success), government publications, academic papers, scientific reports
2. **Editing for other media** – print, web, social networking, digital publishing and eReaders
3. **Editing across national, language and cultural borders.** We plan to look at topics that discuss how editors located in one city can edit for clients remotely. We also plan to look at the way English-language editors can help clients from many different languages and cultures.

### **For more information**

Please review the following websites:

- Society of Editors (WA) Inc. – the host organisation <http://editorswa.com>
- Institute of Professional Editors (IPEd) [http://www.iped-editors.org/http://www.iped-editors.org/View\\_News/2011\\_National\\_Editors\\_Conference1.aspx](http://www.iped-editors.org/http://www.iped-editors.org/View_News/2011_National_Editors_Conference1.aspx)
- 2011 Sydney conference <http://www.editorsnsw.com/conference2011.htm>

**Please note that the 2011 Sydney conference is using a seaside concept in their 'New Horizons' promotional material.** This might have worked well for a conference in Fremantle, but we cannot in good conscience mimic their idea.