



# Freelance Forum 2012

For Photographers and Writers



**Venue:** Buswells Hotel

**Date:** Monday 24 September 2012

**Cost:** €10 (tax-deductible) to NUJ members, non-members €30.

**Registration:** 10.00am-10.30am (Tea/Coffee on arrival)

Spaces are limited so register early.

Book your place online using Paypal at <http://dublinfreelance.org/ff2012booking>

Enquiries Gerard Cunningham [gerard@faduda.net](mailto:gerard@faduda.net) 086-6073060

Or send your registration fee to: Helen Taylor, NUJ, Second Floor, Spencer House, Spencer Row, off Talbot Street, 1. Mark envelope Freelance Forum.

**All sessions open to writers and photographers**

*NOTE: All speakers are appearing in a personal capacity.*

**Session 1:** 10.30am – 11.15am

## **PUBLISHING: Paper, Scissors, Kindle?**

From traditional publishing to self-publishing and e-publishing.

**Speakers:** Fergal Tobin: publishing editor, Gill and Macmillan

Catherine Ryan Howard: self published author

Orna Ross: Alliance of Independent Authors

**Chair:** Anne O'Brien

**Session 2 :** 11.30am – 1.00pm

## **THE MARKET: What's coming down the track? How to stay ahead of the game.**

What to do. What not to do. How to improve your pitch and adapt to the future.

**Speakers:** Dee O'Keeffe, features editor, Evening Herald

Bryan O'Brien, photographer, Irish Times, offers an illustrated personal view

**Chair:** Jason Walsh

**Lunch 1.00pm – 2.00pm**

Lunch is available in Buswells hotel, the National Library and Cafe La Cocotte in the Alliance Francaise also in Kildare Street, among other venues in the vicinity.

**Session 3:** 2.00pm – 3.00pm

## **HYPERLOCALS: Start your own business**

**Speakers:** Brian Pelan, editor, Viewdigital.org

Ronan Morris, Webtogether, Clontarf.ie

**Chair:** Barry McCall

**Session 4 :** 3.00pm – 4.15pm

## **ONLINE OPPORTUNITIES: Panel Discussion**

**Speaker:** Susan Daly: editor, TheJournal.ie

Hugh Linehan: editor, IrishTimes.com

TJ McIntyre: lecturer, chairman of Digital Rights Ireland

**Chair:** Kieran Fagan

**We understand that as working journalists everyone may not be able to attend all sessions.**



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### Speakers

**Orna Ross** is a writer of novels and poems, she also blogs, writes and speaks about creative intelligence. Having previously enjoyed publication by Attic Press and Penguin, she now publishes her own work. She is founder and Director of the Alliance Of Independent Authors.

**Dr Anne O'Brien** works with the Centre for Media Studies at the National University of Ireland, Maynooth. She delivers production modules at undergraduate and postgraduate levels on Radio & television production and digital media degrees. She has produced children's, history, religious, development and health related television documentaries for RTE and TG4.

**Jason Walsh** is the Ireland correspondent of the CSMonitor, the longest-running national newspaper in the United States. Based in Dublin, he also worked for PressEurop.eu and has contributed to newspapers and magazines in Ireland, Britain and elsewhere in Europe.

**Barry McCall** is principal of McCall Media. He is a writer, editor and copywriter with extensive experience in newspapers, magazines, public relations and online media. As a writer and journalist since 1978 he has contributed to a wide variety of newspapers and magazines while also working extensively in the public relations area.

**Bryan O'Brien** is a photographer with the Irish Times. He has worked with the Longford Leader, Irish Press, Irish Independent, and Sydney Morning Herald.

**Fergal Tobin** is the publishing director at Gill and Macmillan and immediate past president of the Federation of European Publishers.

**Susan Daly** is editor of TheJournal.ie and formerly worked a columnist and writer at the Irish Independent and as deputy news editor and assistant editor at the Irish Daily Star.

**Catherine Ryan Howard** is a 30-year old writer and blogger from Cork, and one of Ireland's most successful self-published authors.

**Dee O'Keeffe** is features editor of the Evening Herald. She was deputy editor of Woman's Way and editor of U magazine with the Harmonia publishing group, before joining the Herald in 2007.

**Brian Pelan** is editor of View, an online news magazine for the community/voluntary sector in Northern Ireland. He previously worked as a journalist with the Belfast Telegraph.

**Ronan Morris** is a director of Web Together who have built the technology platform that runs Clontarf.ie, one of the most successful hyperlocal news sites in Ireland. He also currently acts as editor of the website. Clontarf.ie serves a local population in Clontarf of about 20,000 and an associated community of 250 registered businesses. Web Together is in discussions to roll out the software to other locations in Ireland.

**Kieran Fagan** is a freelance writer and editor.

**Gerard Cunningham** is a freelance journalist.