

Hugh Fraser  
Convenor, ITI Scottish Network  
The Millhouse  
Bonnington Mill Business Centre  
72 Newhaven Road  
EDINBURGH  
EH6 5QG  
Tel: 0131 5530628  
Email: [convenor@itiscotland.org.uk](mailto:convenor@itiscotland.org.uk)



SCOTTISH NETWORK  
[www.itiscotland.org.uk](http://www.itiscotland.org.uk)

March 2009

# STYLE MATTERS



## ITI Scottish Network Summer Workshop *Style Matters*

**Ros Schwartz and Chris Durban**

**Campbell Suite, McDiarmid Park, Crieff Road, Perth  
followed by dinner at  
Dewars Centre, Glasgow Road, Perth  
on  
Saturday, 20 June 2009**



**ITI members:** This event qualifies as  
Continuing Professional Development.  
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## Programme

The entire day will be given over to the Style Matters workshop. Registration will be held at **9.30 am** at McDiarmid Park, where tea and coffee will also be served. The workshop will start at 10.00 am and there will be breaks for tea and coffee during the morning and afternoon, and a break for lunch around midday. The workshop will end at **5.00 pm**.

## Tutors

**Chris Durban** FITI is a freelance translator based in Paris, producing publication-level texts for the foreign shareholders, customers and partners of French corporations and institutions. Her client-education column "The Onionskin" runs in the ITI *bulletin* and she co-authors a business advice column (Fire Ant & Worker Bee) in the online Translation Journal. Chris is also a member of the American Translators Association and the Société française des traducteurs.

**Ros Schwartz** MITI dropped out of university and ran away to Paris in the '70s. Since 1981 she has translated a wide range of fiction and non-fiction from French and heads a small translation company specializing in corporate literature. She frequently publishes articles and gives workshops and talks on the art of translation. She is Chair of the European Council of Literary Translators Associations (CEATL) and of the British Centre for Literary Translation Advisory Panel.

## Workshop Outline/Aims

The ability to produce polished prose, no matter how uneven the original text, is one factor distinguishing top-end translators able to command high fees from bulk providers and bottom feeders.

Silk purse from sow's ear? Yes. With a definite payback: translators adopting this approach and honing these skills can develop rewarding, long-term relationships with loyal customers, charge higher rates and negotiate deadlines that suit them. Part of the challenge lies in winning clients' trust and having the confidence to see yourself as a writer rather than as a humble servant.

Participants in this one-day practical workshop led by Chris Durban and Ros Schwartz will tackle different types of text where the emphasis is on stylistic quality. The nuts and bolts of good writing will be examined, along with concrete suggestions for raising client awareness of this essential added value.

Most examples will come from French, but knowledge of the source language will not be required as the focus will be on good, clear writing.

## Who Should Attend?

This Workshop is open to all members of ITI Scottish Network and to all other members of ITI. Other interested parties are also welcome to attend, but in the case of high demand priority will be given to ITI members.



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The Workshop will be of interest to all translators, no matter what their specialisation, and will be of equal relevance to technical and literary translators alike. The texts provided will be in French for translation into English, but delegates working in other languages are invited to submit their own texts in advance for inclusion in the Workshop.

## Venue

McDiarmid Park is located at the junction of the Crieff Road and the A9.

Approaching from the south (A9 from Stirling & Glasgow or M90 from Edinburgh), follow the A9 to the north around Perth, and leave at the junction signposted for Crieff A85. Take the third exit (right) at the roundabout at the top of the sliproad, and proceed straight on for approx. 200 metres. Go straight on at the next roundabout and turn immediately left into McDiarmid Park.

Approaching from the north (A9 from Inverness), follow the A9 south around Perth and leave at the junction signposted for Crieff A85. Take the first exit (left) at the roundabout at the top of the sliproad and turn immediately left into McDiarmid Park.

Approaching from the north-east (A90 from Dundee & Aberdeen), follow the A90 on to the M90 over Friarton Bridge, then take the motorway exit for the A9 and follow directions as per approaching from Edinburgh above.

The main stadium entrance is around to the left as you enter through the car park. There is plentiful free parking available. The Campbell Suite is located on the first floor of the stadium. We regret that there is no lift access to this room.

If wishing to travel by bus, you can catch a number 15 Stagecoach bus from Perth bus station (approx. 2 minutes walk from the railway station) at 9.15 am, which will drop you opposite McDiarmid Park at 9.30 am. The fare is £1.40 for an adult single ticket. The Network hopes to arrange transport for those requiring it back from McDiarmid Park into Perth city centre after the workshop.



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## ***Social programme***

On Friday evening there will be an informal dinner at a restaurant in Perth for those arriving early. This will be a pay-as-you-go event, and further details will be made available nearer to the date of the event. Please indicate on your reply form that you wish to be informed of details regarding this event (this is not a booking, we will simply make sure that the details are sent out to you by e-mail as soon as they are ready).

On the Saturday evening we will reconvene with spouses, partners, families and friends in the Gannochy Room at Dewars Centre, Glasgow Road, Perth, for a meal and ceilidh starting at 7.30 pm, with music provided by members of the Gallivanter's ceilidh band. The menu features a choice of main course:

Cream of Mushroom & Thyme Soup

- a) Loin of Cod with a Prawn & Cream Sauce or
- b) Breast of Chicken with White Wine & Watercress Sauce or
- c) Courgette & Pea Risotto with Parmesan Shavings

Cream Meringue & Crushed Berries

Please indicate your choice of main course a), b) or c) on your booking form.

Finally, on Sunday morning there will be an opportunity to blow away the cobwebs of the previous night's excesses, on a walk around Perth landmark, Kinnoull Hill, led by long-standing ITI Scottish Network member and former convenor, Judy Norwell MITI. Again, this will be a pay-as-you-go event, the cost of which will be kept to a bare minimum to cover expenses only. Please indicate on your reply form that you wish to be informed of details regarding this event (this is not a booking, we will simply make sure that the details are sent out to you by e-mail as soon as they are ready).

Please see the event website for details of how to get to these venues:

<http://www.itiscotland.org.uk/summer-2009/>

## ***Accommodation***

Perth is a popular tourist destination and many visitors use it as a base for exploring the Highlands. Consequently, although the city has a wide range of accommodation from small B&Bs and budget-chain hotels to traditional city-centre hotels and elegant country house hotels, these do tend to book up early and it is advisable not to leave accommodation to the last minute.

Popular areas of the city for B&Bs are adjacent to the South Inch parklands (convenient for the railway station and bus station), and along the Dunkeld Road, Glasgow Road and Dundee Road. More information can be found at the event website:

<http://www.itiscotland.org.uk/summer-2009/>



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## Cost

Meeting only	£60.00 for ScotNet & ITI members
	£80.00 for non-ScotNet/ITI members
Meeting and dinner & ceilidh	£80.00 for ScotNet & ITI members
	£100.00 for non-ScotNet/ITI members
Dinner & ceilidh only	£25.00 per person

*Meeting attendants will receive tea, coffee and a light lunch. Dinner will comprise a three-course meal & glass of wine on arrival. There will be a cash bar for those wishing to purchase additional drinks.*



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## Registration

Please return the slip below, together with a cheque for the relevant amount, to treasurer Norma Tait at **16/12 East Pilton Farm Rigg, Edinburgh, EH5 2GE** by **Friday, 5 June 2009** at the latest (note that cheques will not be cashed until after the meeting). You may also e-mail the slip to Norma or email her at [treasurer@itiscotland.org.uk](mailto:treasurer@itiscotland.org.uk) to reserve a place, then send your cheque separately.

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I would like to register for the *Style Matters Workshop* on Saturday 20 June 2009.

Name (please print clearly)	Meeting only (£60/£80)	Meeting & dinner/ceilidh (£80/£100)	Dinner/ ceilidh only (£25)	Dinner choice (a/b/c)

I confirm that I am/am not\* a member of ITI Scottish Network/ITI.

I enclose/am forwarding\* a cheque payable to *ITI Scottish Network* for £\_\_\_\_\_

.....  
(Signature)

.....  
(Date)

.....  
(E-mail address)

Please tick the following boxes or not as appropriate:

- I would like a receipt (will be issued at workshop).
- I would like a map/location details to be sent to me.
- I am able to offer a lift from ..... (state town or area).
- If possible I would like a lift from ..... (state town or area).
- I am able to offer overnight accommodation the night before/after\* the meeting.
- If possible I would like to stay with a local network member on .....
- Please send me details about the Friday night informal meal.
- Please send me details about the Sunday morning walk.

\* Please delete as applicable.



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