



Independent Writers of Chicago

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STAY RELEVANT BY REINVENTING YOURSELF. YOUR WRITING. INDEPENDENT WRITERS OF CHICAGO (IWOC) HEAR HOW

“Content” is just the 21st century term for what used to be called “copy.” Or “writing.” But it’s indicative how content is changing, converging the traditional with the new. Sure there are articles, white papers, reports, analyses – the traditional stuff. But then there are, for example, websites to be written – and the whole interaction and influence of Social Media – and more. A huge evolution is brewing. Are you evolving with it? At the next IWOC meeting on Tuesday, June 9th you can be privy to a ton of “reinvention” tips and inside info offered up by Bob Yovovich, an award-winning journalist, author, consultant and educator specializing in innovation-related issues. Yovovich will share lessons he has learned about the implications these changes have for writers.

An Adjunct Professor at Illinois Institute of Technology (IIT) where he focuses on graduate-level courses about the relationship between innovation, globalization and economic development, Yovovich’s work has been exhaustive, addressing SMAC (Social, Mobile, Analytics, Cloud) and their impact on the role of content. In addition to SMAC-related developments, he will explore such topics as:

- lessons about the impact of Google, including a discussion of the declining importance of SEO (Search Engine Optimization)
- lessons from Amazon regarding how and why Jeff Bezos, the firm's founder, chose to concentrate on books first, before other merchandise
- lessons about the impact of YouTube, LinkedIn, and other social Media
- lessons about the evolving role of infographics.

Yovovich did all the research so you don’t have to. You simply have to come to the meeting to be the beneficiary of all he has discovered, and how it could give you hints on reinventing yourself, your writing...who knows, maybe even your career!

The IWOC meeting will take place Tuesday, **June 9th** in **Room 4F (4th fl.)** at the Gratz Center, 126 E. Chestnut St. / 115 E. Delaware, Chicago, just west of Michigan Ave., adjacent to Fourth Presbyterian Church. Discounted parking (after 5 pm, with validation) is located at the 900 N. Michigan Ave. garage. Networking at 5 p.m. Main program, 6 p.m. IWOC members admitted free and do not need to register. Nonmembers, \$15. (\$10 if pre-registered at <http://www.iwoc.org/calendar>. Click on “June 9th IWOC Meeting.”) Following the meeting, attendees are invited to a nearby restaurant for a buy-your-own dinner to further discuss writing-related topics or to continue networking. For more information, call 800-804-IWOC (800-804-4962) or visit www.iwoc.org.

IWOC is a nonprofit professional association of freelance writers living in the Chicago metropolitan area whose clients range from local to global. Together, IWOC members represent a broad spectrum of writing talents, consultation services, and specialties serving large corporations, small businesses, and not-for-profit organizations.

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