

Monthly general meeting

From YA to eLearning: where language disappears and story takes over

Wednesday 4 March 2015, 6.00 pm for 6.30 pm

The Gabba Ward Office, Cnr Annerley Rd & Crown St, Woolloongabba

Hello, editors!

Our guest speaker for March is author, illustrator and educator Belinda Jeffrey.

By day, Belinda works as the senior instructional designer for the eLearning company BabbleWire Learning Group, and by night she works as an author and illustrator, creating YA novels and children's picture books that have focused on Australian contexts and themes. For UQP, [Belinda's published works](#) include her YA novels *Big River Little Fish* (shortlisted in 2011 for both the Queensland Premier's Literary Awards and the NSW Premier's Literary Awards), *Brown Skin Blue* (shortlisted in 2009 for the WA Premier's Literary Awards) and *One Long Thread*, along with her first children's picture book, *It Wasn't Me*, which she both wrote and illustrated. Prior to working for BabbleWire, Belinda taught at Queensland primary schools for fifteen years, ran international author events for Brisbane's Better Bookshops (the consortium of Avid Reader, American Bookstore, and the then Coaldrake's) and, for something different, performed as a professional Polynesian dancer.

At the core of Belinda's work – whether she's developing an eLearning course for a client or listening to birdcalls during the researching of a YA novel – is the art and practice of storytelling. Belinda says that 'creating a sense of authenticity' is what YA is all about and that an engaging YA novel can teach us much about being true to ourselves. She says that 'in our adult world, we chunk things up with safe words and language to make us feel validated, whereas good YA cuts through the bullshit.'

So, how does one apply YA storytelling to the business world in order to create authenticity?

Belinda says she 'can smell a bad eLearning course a mile away' and that her experience gained through writing YA novels has enabled her to create engaging, meaningful courses for BabbleWire's many corporate clients. The key is to focus on storytelling and the reader, not language. According to Belinda, this is a requirement for lasting impact – whether one is creating a corporate safety induction or writing a coming-of-age story: 'YA is often about characters wrestling with identity and responsibility, and removing the roadblocks – something that is essential to the business world too.'

For Belinda's inside perspective on storytelling in both YA fiction and the business world, please join your fellow editors to welcome Belinda and listen to her present "**From YA to eLearning: where language disappears and story takes over**".

Remember, **entry is via the rear door** in the parking area.

Ample parking is available in the carpark and on the street.

Cover charge — members \$10, non-members \$15 — includes drinks and nibbles on arrival. Meeting ends at 8 pm. But why not **kick on and join us for dinner** afterwards. Just let us know if you're intending to come to dinner when you RSVP.

For catering purposes, please RESPOND to Speaker Secretary Michael Lefcourt at meetings@editorsqld.com or on 0417 869 953 by Monday 2 March 2015.