

Plain English enables you to get your meaning across clearly and concisely to your audience, with the necessary impact and the most suitable 'tone of voice'. Whether you are writing conventional letters, reports or proposals, or using electronic media, the principles are the same. Plain English will enable you to convey the same message using fewer words, which enables the reader to grasp your message faster and, incidentally, uses less paper or electronic storage space.

Your Workshop Leader: Tony Bray

Experienced trainer and facilitator, and author of 19 management books & training packages with sales exceeding £2m worldwide.

LEARNING OUTCOMES

By the end of the workshop, delegates will:

- Be able to write in a Plain English style in all documents
- Express ideas more clearly, concisely and interestingly to the reader
- Organise and structure information more effectively
- Be more aware of their writing style
- Have given and received feedback on a practical written exercise
- Overall, feel more confident about their ability to project a professional image of themselves and their organisation through their writing style.

WORKSHOP FORMAT

A stimulating, productive, participative and enjoyable programme. Delegates work through a structured four-step process for planning and writing their material, completing a series of practical exercises for each step. Participants are also encouraged to bring along their own examples of reports or other written materials on which they'll receive feedback.

WHO SHOULD ATTEND

Do you find it can take a long time producing something in writing... or getting the contents 'just right'? This course is about using Plain English to produce quality material. It will be of interest to anyone who wants to reduce the time they take to write but who also wants to make the information they produce easier to read and understand.

Outline Programme

Welcome and introductions

- Why Plain English is important and the benefits of attending
- Greek holiday brochure exercise
- Discuss pre-course work

Approaches to writing

- Why** am I writing this?
- Who** am I writing to?
- How** to present the information?

Style and Impression

- Exercises to illustrate use of appropriate styles
- Delegates review the impression created by documents

How to write in Plain English

- Explore the Big Six ways to write in Plain English
- Delegates work on exercises to illustrate the concepts

Punctuation

- Delegates punctuate a piece of text and review
- Discuss the punctuation guide

Be active with passives

- Discuss when to use actives, and when passives are acceptable
- Delegates change passives into actives

Sentence surgery

- Delegates perform surgery on selected texts
- Shorten or re-arrange to improve readability

Goodbye to waffle and jargon!

- Team exercise to get rid of waffle and jargon
- Participants work in two teams on separate tasks

Practical exercise

- Delegates revise a draft reply to incorporate all the Plain English concepts
- Teams then review each other's drafts – give comments on likes and dislikes.

Action planning

- Delegates review the course and commit to specific action points.
- Complete end-of-course questionnaires.



COMMUNICATE

80 GRANGE LOAN EDINBURGH EH9 2EP • tel: 0131 555 2221 • fax: 0131 667 4587

website: www.communicate-consultants.com • e-mail: info@communicate-consultants.com