

Effective Writing, Interactive Training

A two day writing course which can be tailored to your specific needs.

Day One: Principles of effective writing

Introduction

We explore why effective writing is so important, and carry out a simple exercise designed to link good writing to relationship building.

We discuss the reasons for written communications and why good writing is important.

The Three Principles of Good Writing: Getting it right, keeping it tight and making it bright

Getting it right: an exercise to test your English grammar and spelling.

Keeping it tight: we show you how to express yourself concisely and succinctly, with exercises in summarising.

Making it bright: we show you what makes for vivid and compelling writing, with exercises in polishing your prose.

The Power of Proofreading

We give you valuable advice on how to avoid simple mistakes.

Writing clinic

An opportunity for you to raise specific writing issues in a small group or one-to-one basis.

Day Two: Writing for Specific Purposes

Good drafting

We show you how to make a watertight case, with exercises in persuasive drafting.

Writing for the media

We tell you what the press is looking for and how to secure coverage.

This is followed by practise exercises in writing media releases.

Writing for the web

We show you the different skills needed when writing for the web, followed by practices exercises.

Speechwriting

We show you the right techniques for writing powerful speeches.

Writing clinic

An opportunity for you to raise specific writing issues in a small group or one-to-one basis.

Course Review