



WORKSHOP INFORMATION

The Essentials of Effective Business Writing – 10 July 2008

Being able to write effective business materials with ease, accuracy and impact is a fundamental skill in today's fast-paced business world. Yet many business documents, from emails and letters to reports and sales materials, fail to achieve the intended result and reflect poorly on the writer and their organisation due to problems with writing style, grammar, punctuation and spelling.

This practical workshop will show you how to maximise the impact of your business materials and write with greater confidence. Led by experienced writer and public relations consultant Carol Moore, our one-day workshop (9am-5pm) focuses on the art of business writing as a communication tool, and is limited in size to ensure personal attention.

The workshop emphasises participant interaction, exercises, discussion and sharing of experiences in a supportive environment, and provides **handy hints, tips and tools** to help you improve your business writing from the moment you get back to the office.

KEY ASPECTS COVERED IN THE BUSINESS WRITING WORKSHOP:

- Use the six keys to effective business writing to help you write with confidence
- Understand and overcome your writing weaknesses and work with your strengths
- Write reader-focused materials (focusing on business letters as practical examples)
- Tailor your writing style to different types of readers and writing situations
- Write clear, concise copy that is impactful and persuasive
- Avoid common errors of grammar, punctuation and spelling (from sentence construction and dangling participles to apostrophes and commonly confused words!)
- Structure your writing task to make best use of the time available
- Edit your writing (and that of others) for accuracy and impact
- Enjoy the writing task!

WHO SHOULD ATTEND?

With an emphasis on modern-day business writing, the workshop is suitable for:

- inexperienced writers or those who need to improve their business writing skills
- experienced writers who want to polish or refresh their business writing skills
- managers who need to edit or review the writing of others
- academic, scientific or technical writers moving to a corporate role

YOUR TRAINER:

Carol Moore is an award-winning public relations consultant, writer, and qualified trainer who is passionate about writing and communication. She is the principal of Sydney consultancy Moore Public Relations, a boutique agency she founded in 2000 after 12 years with large consultancies. Her experience spans a wide range of sectors, from healthcare and consumer goods to government, not-for-profit and business-to-business.

Carol is a Member of the Public Relations Institute of Australia and holds a degree in Business-Communication, majoring in public relations, and a Certificate IV in Workplace Training and Assessment.

The workshop is held at Kennedy Communications' Television and Radio Training studios in Sutherland, which are 40 minutes from Sydney CBD by car or 30 minutes by train.

COMMENTS FROM PREVIOUS PARTICIPANTS:

"Very helpful course that was well presented. Interesting the whole way through. Your enthusiasm for grammar is infectious." *Angela Read, Account Manager, Reed Weir Communications*

"I found the course fantastic and the workbook very informative. I know it will be of great help at work. Thanks for the tips!" *Joanne Scarfe, National Communication Coordinator, Heart Foundation*

"It was great to get back to basic grammar and reinforce what I should have learned at school." *Justin Roberts, Compliance Officer, NICNAS*

"Lots of usable, valuable information. Thanks!" *Clinton Allardice, General Manager, Cold Jet Australia*

YOUR INVESTMENT:

For \$495+GST per person, you receive a **full day of training** (9am-5pm), a **comprehensive workbook**, and **one hour of personal coaching** via email after the workshop to maximise your learning outcomes. We also offer discounts for early birds: book and pay at least one month before the workshop for \$470+GST.

RESERVE YOUR PLACE TODAY or find out more by calling Carol Moore on 02 9560 2826 or emailing carolmoore@moorepr.com.au.

OTHER WORKSHOPS:

For those interested in media release writing and media relations, we run two separate yet related full-day workshops held two weeks apart at various times during the year (book both workshops to receive a discount):

Writing Effective Media Releases that Generate Coverage covers all the basics of how to produce effective media releases, including how to identify news and find the best 'hooks' or angles, as well as content, structure and style. The interactive workshop also includes practical writing exercises and individual feedback during and after the session.

Strategically Targeting Media: How to Plan, Package, and Pitch your Story covers how to identify the right media, prepare and package tailored media information, plan the timing of your campaign, and implement media activities from writing a pitch email to holding a media conference.

Our other workshops (open groups, in-house or private coaching) include:

Preparing a PR/Communication Plan, Media Interview Training, Speech Writing, Presentation Training and Crisis Management.