

Better Business Writing

**A one-day workshop
on preparing clear, professional, authoritative
reports, emails, contact reports and notes of meetings**

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Delegates are given a toolkit of professional business vocabulary, grammar and style guidelines designed to help them produce clear, authoritative business reports.

The course encourages delegates to write for dual goals: achieving the immediate aims of the document; and writing for the record. Practical, supervised exercises underscore all main points.

Delegates learn how to:

- Use punctuation and grammar accurately
- Write clear, mature reports
- Communicate quickly with busy readers
- Write in a style that inspires confidence
- Structure reports, emails and notes of meetings that prompt the reaction that you want
- Write for the record



PR Training Provider

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

COURSE CONTENT

Grammar and Punctuation Refresher

Making sure your copy is accurate and grammatically correct. Making the journey easy for your reader.

Connecting with your Reader

Putting yourself in your reader's shoes and identifying your communications goals. What do you want readers to think, say or do differently? Where are they starting from?

Gathering your thoughts and ideas. Making sure your report covers all the angles.

Structuring a Professional Report

How to get the order right. How to simplify complex ideas and information. Finding the right tone of voice.

How to write for the busy 'skim' reader. Choosing layout and vocabulary for maximum impact and clarity.

Writing Contact Reports and Emails

Making sure your contact reports and emails provide a clear and unambiguous record of decisions and agreements.

Perfecting your emails *before* you hit the 'send' button.

Plan your training

Better Business Writing is an essential workshop for all PR practitioners in the second or subsequent year of their career. It gives you the skills needed to write with gravitas and authority but without pomposity.

The course is a natural companion to *Persuasive Writing*, which teaches you how to write documents that prompt the reader to action.