



Proof Reading

A practical one-day workshop on eliminating grammatical, spelling and layout mistakes, to produce materials that are 'right first time'.

PROFESSIONAL
£325*



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

Aims of the course

Delegates gain the skills, confidence and tools to spot and correct mistakes in any document or publication, working to the tightest of deadlines.

Accurate documents demonstrate clear, disciplined thought and commitment to professional reputation.

Delegates learn how to:

- Use punctuation and grammar accurately
- Spot and correct spelling mistakes – on and off the PC screen
- Improve clarity and eliminate ambiguities
- Make sure that copy is tight, accurate and complete
- Develop a consistent house style
- Use professional proofreaders' marks
- Proofread throughout the production process



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

Back to basics

This grammar and punctuation refresher shows you how to avoid common mistakes. It helps your messages to hit home with impact and accuracy.

Does that look right to you?

Find out when you can and can't rely on your PC's spellchecker. Discover the most common spelling mistakes and how to avoid them.

Create your own techniques for remembering tricky words.

Too close to your own copy?

Try out practical tools that show you how to take a step back and read what's there, instead of what you expect to see.

Learn how to use professional proofreaders' symbols. Proofreading in pairs.

Mean what you say...

... and say what you mean. Creating your own house style and sticking to it.

How to edit first drafts so that every word earns its living. How to drive out ambiguities and create crisp, memorable copy.

Following through

Ever noticed how new mistakes can creep in once a word perfect document has left your desk? Find out how great briefs can help designers deliver the quality you expect.

Plan your training

Proof Reading deals with the generic skill of eliminating mistakes in documents but with a special focus on the kinds of errors that occur in a PR environment. It is a natural companion to all of our courses on design and writing skills.

Like all of our courses, it is self-contained. Courses can be taken in any order.