

## Writing Plain English; effective writing for reports, letters, memos etc

### A One Day Seminar

This day is for anyone who wants to produce clear, succinct, accessible writing. It will provide a checklist of desirable and undesirable features and equip delegates with the skills to recognise them and make improvements where required.

The day includes practical exercises throughout, and ends with a session during which delegates can work on a text of their own. Delegates are encouraged to bring some of their own writing to work on. We provide texts for anyone who hasn't an example of their own. Delegates need a reasonable command of English, but no other knowledge or experience is required.

### Leader

David Lusty Chartered MCIPD MMS(Dip) MIMC CMC spent 11 years in personnel and management services with a number of local authorities and is a former Director of Personnel and Management Services with Avis Rent a Car Ltd; world leaders in service excellence.

As founder and principal consultant of **QUANTIFY** he now provides consultancy and bureau services to clients conducting research among staff and customers, including stakeholder panel management for several clients. He is a published author of many articles in a range of professional journals. His lively presentation draws on his diverse experience and that of delegates and puts the emphasis on clear writing without suppressing individual style.

### Seminar delivery

#### Location

London

#### Timetable

09:00 – 17:00

#### Number of delegates

We limit attendance to 20 delegates.

#### Fee includes

- Face to face teaching
- Comprehensive handouts
- Practical exercises throughout
- Refreshments and light lunch

#### Fee

£250 per delegate plus VAT

### Seminar content

#### Causes of unPlain English

#### Uses of Plain English

#### A little grammar

- Understanding and describing the structure of a sentence

#### Planning and organising

- Objectives
- Document structure

#### Plain English

- Sentences
- Paragraphs
- Passive / active voice
- Abstract nouns
- Unnecessary words
- Choice of words
- Cliché
- Jargon
- Bullet points
- Point of view
- Be positive

#### Spelling

- Rules
- And exceptions

#### Punctuation

- Apostrophe
- Capitals
- Semicolon
- Colon
- Sentence enders
- Speech marks

#### Resources

- Books
- Web sites