

## Writing plain English

Reserve your place by filling in the details below and posting the form to us at: The Word Centre, 27 Norfolk Hill, Sheffield S35 8QA. Or fax it to us on 0114 257 1528. Please photocopy this form if you want to book more than one place.

Book online: [www.wordcentre.co.uk/openem.htm](http://www.wordcentre.co.uk/openem.htm)

If you prefer, you can phone us on 0114 257 1400.

### Delegate details:

title first name surname

Name \_\_\_\_\_

Organisation \_\_\_\_\_

Job title \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Post code \_\_\_\_\_

### Course date:

24 September  25 November

### Person making the booking (if different):

title first name surname

Name \_\_\_\_\_

Job title \_\_\_\_\_

Address (if different) \_\_\_\_\_

\_\_\_\_\_ Post code \_\_\_\_\_

I enclose a cheque  Please invoice me

Signed \_\_\_\_\_ Date \_\_\_\_\_

Phone number \_\_\_\_\_

## The power of plain English

When British Telecom rewrote its quarterly bill in plain English, the number of complaints and queries dropped by a staggering 25%. Customers also paid their bills more promptly, improving cash flow and saving on 'reminder' action.

If changing one document can lead to such dramatic savings, think how much your organisation could save by applying plain English to every email, leaflet and letter it produced! Or, to look at it another way, how much might it be costing your organisation if your documents aren't as clear as they could be?

Now you can learn the skills that helped BT improve its efficiency and customer satisfaction. On our one-day course *Writing plain English* you will learn how to write emails, letters and other documents that are clear, concise and customer friendly.

Book your place today, and start gaining the benefits of plain English as soon as possible.

**Only £247 + VAT**

### About the presenter

Dave Fox has been championing the cause of plain English for over twenty years.

Dave has lectured and run training courses on plain English throughout Europe and the USA. The courses have been for government departments, local authorities, banks, building societies, insurance companies and many other organisations aware of the need for effective communication.

The Word Centre has helped hundreds of organisations communicate more clearly, through its training, editing and consulting services, and its publications.

## Writing plain English

Do you want to:

- write emails, letters, reports and other documents that are clear, concise and readable?
- get your message across successfully every time you write?
- make sure your readers will understand your writing, first time round?
- create a good image for you and your organisation?
- save time and money every time you write?

If so, this course is for you!

**London 24 September 2010**

**London 25 November 2010**

## Writing plain English

This course has been developed by the Word Centre especially for today's overworked business writers. By 'business writers' we mean anyone who has to write emails, letters, memos, reports, booklets, leaflets or any other kind of document. Whatever their level in the organisation, delegates will find the course challenging and stimulating.

### Why is plain English important?

Any document that is long winded, bureaucratic sounding or contains mistakes in its grammar and punctuation will damage the organisation that produced it. However, if your documents are clear, friendly and informative, your customers will recognise this and appreciate the care you have taken.

Governments and businesses have saved hundreds of millions of pounds, and improved their customer relations, by applying plain English techniques. This course will help delegates apply these techniques to their own writing.

### What will you learn on the course?

Here are just some of the valuable benefits you will gain. You will learn how to:

- write with clarity and style, so that your message strikes home every time
- blow away those bureaucratic cobwebs by writing concisely and in everyday language
- use words like 'you', 'we' and 'I' to make your writing more personal and direct
- control your sentences so that they are compact and powerful
- write 'actively' rather than 'passively'
- avoid 'writer's block' by using a simple, foolproof technique
- use 'bullet lists' like this one to get key information across quickly

. . . **and much, much more.**

## Who should come on the course?

The course is suitable for anyone who has to write as part of their work. So that makes the course suitable for almost everyone!

Customer service personnel, civil servants, local government staff, lawyers, accountants and managers at any level will find the course helps them write more quickly and effectively.

### The course content

Here is an outline of what the course covers:

- What do we mean by 'plain English'?
- Where do most writers go wrong?
- Putting right the wrongs – plain English techniques
- Language choices – readability and 'register'
- The importance of sentence length
- Making your writing personal
- Writing 'actively'
- Using lists
- Planning for successful writing
- Writing emails, letters and reports
- Practical sessions.

This is a course – not a presentation. So you will be able to practise your new skills as you acquire them, and ask any questions you have.

We guarantee not to have more than 20 people on any course. This means the course is very participative and our trainer will be able to give you any help and support you need.

If you would like to know more about the course content please ring us on 0114 257 1400.

## How to reserve your place

All you need to do is fill in the form over the page, and then either post it to us at: The Word Centre, 27 Norfolk Hill, Sheffield S35 8QA, or fax it to us on 0114 257 1528.

If you prefer, you can phone us on 0114 257 1400.

### Costs

Each place costs £247 + VAT. If you are booking three or more places at the same time, the cost is £217 + VAT each.

### Payment

You can send us a cheque with your booking or, if you prefer, we can send you an invoice. If you work for a public body and can't pay our invoice before the course, we expect you to pay within two weeks of attending.

### Our guarantee

We are sure you, and your staff, will find the course valuable and enjoyable. However, if you are not completely satisfied with the training we will refund your course fee in full.

### In-house training

We have run courses successfully since 1996 for all kinds of organisations: from government departments to pharmaceutical companies; local authorities to insurance groups and banks; housing associations to IT consultancies.

If we run a course in-house for you we can tailor the content to your writers' needs. Most courses include an 'editing workshop' using your organisation's own documents. This is a great way for delegates to build on what they have learnt during the day.

If you would like to know more about our in-house courses please ring us on 0114 257 1400 and ask for Dave Fox.