

NEW

Better Business Writing



A practical one day course to help you improve the effectiveness of your written communications

Delivered by Graham Smith

Clear, accurate and appropriate communications are essential to every business. Whether your work involves you in communicating within your organisation or with other businesses, this course will show you how to create effective, well structured documents.

During the day you will be given many simple and useful tips that you can apply immediately. You will also have the opportunity to develop your techniques with a range of practical exercises and activities.

The course starts with a look at the basic characteristics of good business writing and the different document styles. You will learn the importance of planning before you write and see how a well structured text can help convey your message with clarity and impact.

Following on from this is a section on writing style. Here, you will examine the most effective ways of using sentences and paragraphs to make your writing concise, clear and active. The course also includes useful refresher training on some typical problems that all writers encounter: common misspellings, grammatical errors and punctuation difficulties. The day concludes by considering the particular problems and pitfalls associated with emails.

Graham Smith has worked for over 25 years in publishing as a publisher, editor, proofreader, writer and trainer. He is now a freelance consultant who carries out editing, project management and writing assignments for a variety of clients, including academic and educational publishers, government agencies and general business organisations.

Graham is an experienced and qualified trainer who delivers courses in writing, editing, proofreading and related skills to publishers and organisations in Europe and the UK. He is an accredited trainer to the European Commission and European parliament.

- **Principles of professional writing** – what makes an effective document? • different kinds of documents • the process of writing
- **Planning your writing** – your readers and their needs • writing for different audiences • structures for different documents
- **Effective writing style** – make it easy for them • paragraphs and sentences • the all-important first paragraph • plain language • clear, concise and credible • active writing
- **Visual techniques** – layout and signposts • making it scannable
- **Making it polished** – common problems • grammar and punctuation refresher • the benefits of house style and templates • checking your work
- **Email and letter writing** – effective use of emails in business • common problems with emails • etiquette in emails and letters • breaking bad news – ways to approach

Time : 9.30 – 5pm

Venue : Imago, Albury Court, Thame, Oxfordshire

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