



Effective Business Writing

2 Days

Write to engage your reader and communicate your message clearly and concisely

Business writing is only effective when it is accurate. Learn how to get the most out of your writing by improving your editing skills and knowing how to minimize your sentences so that they are straightforward and right to the point.

HOW YOU WILL BENEFIT

In this 2-day workshop you'll learn to write from your reader's perspective, tell your story, and deliver your message so that it is memorable and has impact.

After the workshop, you will be able to:

1. Recognize the elements of "good" writing.
2. Increase productivity by eliminating writer's block.
3. Identify and eliminate writing weaknesses.

WORKSHOP DESCRIPTION

The First Step: Preparation

- Know your audience and be clear about the stakeholder group you are writing for
- Collect the information that you need and research your subject thoroughly
- Break out of writer's block by organizing the components of your message beforehand

Deliver a Clear, Purposeful Message

- Identify the purpose of your message
- Establishing the tone so that your reader is receptive
- Using the active voice to bring clarity and impact to your writing
- Understand why the passive voice is frequently used to poor effect
- Know your grammar, punctuation and usage rules
- Employ editing techniques to improve readability in your own and others' writing

Formatting For Effect

- Make use of checklists to help eliminate embarrassing errors
- Using templates to maintain consistency when writing documents that require a similar "look and feel"
- Formatting tips for making your document stand out
- Take note of a few final steps before printing to spot obvious spelling, grammatical and punctuation errors

Writing Effective Email and for the Internet

- Compose clear, easily read email messages
- Understand why email is often riddled with errors
- Strategies for writing for the Web

BUILD YOUR COMPETENCY IN

- Writing and communicating ideas clearly and concisely
- Explaining complex concepts through the use of plain language
- Writing insightful messages that resonate with your reader

ATTEND THIS WORKSHOP IF YOU...

- Want to produce clearly written text
- Would like to learn how professional writers approach business writing
- Wish to improve and refresh your writing
- Write proposals, reports, articles, speeches, news releases or any kind of business communication as part of your professional duties

HOW TO REGISTER

To register, call **(613) 727-7729**
Or email training@algonquincollege.com

Dates: September 29, 30, 2009
November 5, 6, 2009
8:30 a.m. to 4:00 p.m.

Fee: \$675 (plus GST) for 2-day program

Location: 340 Albert Street, 11th Floor
Constitution Square, Ottawa

*Check-in, coffee and muffins start at 8:00 a.m.
Afternoon refreshment provided.*

*Participants receive an Algonquin College Statement of Achievement. Group size is limited to 16.
On-site delivery of this workshop is available.*

NADJA CORKUM, M.Ed.

A writer and educator, Nadja owns an Ottawa-based, full-service communications firm that specializes in communication strategy development, writing, editing, graphics and Web design. With over 20 years in the writing trade, Nadja is an expert writer and editor. She has presented writing workshops since 1987. A firm believer in community involvement, Nadja has helped such organizations as the United Way/Centraide Ottawa, the Ottawa Chamber Music Festival and the Ottawa Jazz Festival. She has served as a CAA North & East Ontario board member since 2002.