

Effective writing skills for professionals

Location & Date

Date: 8th October 2019

Time: 09:30 - 16:30

Location:

Law Society of Scotland

Atria One, 144 Morrison Street, Edinburgh, EH3 8EX, United Kingdom

CPD Hours: 5hours 30minutes

Being able to produce clear, accurate and engaging content is an essential skill for every busy professional who needs to communicate effectively in the workplace. Sometimes our writing needs to go beyond simply informing – it needs to persuade and inspire.

Attend this course to polish up the writing skills that you use at work every day. Learn to write with clarity and style, and discover hints and tips that will enable your readers to connect, understand and respond to your writing.

This full day workshop will include presentations, editorial tasks, discussion, a quiz, and of course some writing time.

Learning outcomes

- How audience focus produces clarity
- How to choose and implement a particular tone of voice
- Practical writing principles based on the well-established Plain English approach
- Planning techniques to become more efficient and produce focused content
- Email correspondence and persuasive writing techniques
- Grammar hints and tips

Trainer - Hilary Phillips, Cygnus Extra

Hilary Phillips is a business copywriter with experience across commercial, public sector and third sector. She values long term relationships and has worked with some of her current clients for almost two decades. For the last 10 years Hilary has devoted much of her time and energy to helping organisations communicate more clearly. Through training and consultancy she enables individuals to develop the writing skills that will make the difference.

Prices

Reduced rate (Trainees, new members, accredited paralegals)

- £245 + VAT
- £195 + VAT (more than one place)

Member rate

- £295 + VAT
- £245 + VAT (more than one place)

Non-member rate

- £345 + VAT
- £295 + VAT (more than one place)

Unemployed member

- £195 + VAT

To book more than one place, enquire about bespoke and/ or in-house training please email CPD@lawscot.org.uk

Programme Details

09:30 - 10:00 Registration and refreshments

Session one: Introduction – Starting with the reader in mind

10:00 - 11:00

- Explore how writing can make a difference in a professional setting
- Consider what good writing actually is
- Learn an audience-centred approach
- Understand tone of voice in relation to audience

Discover why it makes sense to think about who we are writing for and use the audience focus to improve the relevance of work. Learn how to establish a tone of voice that connects with the reader.

The introduction will use practical examples to explore what makes good writing. Participants will take part in a short writing exercise that explores the effect of reader focus.

11:00 - 11:15 Refreshments break

Session two: Organising your material

11:15 - 11:45

- Delve into different structure options
- Practise organising content for maximum impact
- Appreciate how well-structured writing can help convey messages
- Develop good practice techniques for well-structured writing

This session will include a presentation of different structural styles and when to use them, followed by a practical exercise to structure some content.

Session three: Plain brilliant

11:45 - 12:45

- Think about how clear, concise writing can benefit an organisation
- Learn to choose the right vocabulary
- Focus on sentence length
- Explore powerful verbs
- Consider how to communicate complex information clearly

Through a mixture of teaching and written exercises, participants will explore how Plain English techniques can enable more effective communication.

12:45 - 13:30 Lunch break

Session four: Grammar and punctuation

13:30 - 14:00

- Explore common errors and how to avoid them
- Focus on the importance of getting grammar and punctuation right

Through a short quiz, participants will explore how correct grammar and punctuation enhances the impact and impression of writing.

Session five: The writing process – think, plan, write, review, deliver

14:00 - 15:00

- Learn tips for preparing and planning work
- Become a more effective editor
- Apply the writing principles learned earlier in the day

Participants are asked to bring a short piece of their own writing (around 500 words) to the course and use this to explore the writing process.

15:00 - 15:15

Refreshments break

Session six:

Writing email correspondence

15:15 - 16:00

- Apply business writing techniques to email correspondence
- Identify challenges and explore new approaches

This session will include a group discussion with time for feedback and presentations.

Session seven:

Wrap up, questions and next steps

16:00 - 16:25

Participants reflect on learning and develop an individual action plan to improve professional written communications.

16:25 - 16:30

Final comments and close of day