



# EFFECTIVE WRITING SKILLS

## A ONE-DAY WORKSHOP TO HARNESS THE POWER OF THE WRITTEN WORD

Guided by professional editors, you will learn to write clear, concise and compelling content for clients and colleagues.

Ideal for those seeking to:

- Write sharp, accessible and engaging reports
- Engage their audience with straightforward language
- Declutter their writing and remove jargon
- Use facts, figures, analogies and metaphors with impact
- Inject life and context into reports using quotes and graphics

## COURSE STRUCTURE

### MORNING

- Writing, editing and proofreading your own copy
- Simplifying messages without losing their core
- Structuring your copy for better impact
- Writing key messages and slogans (practical session)

### AFTERNOON

- Communicating facts and figures
- Making corporate speak accessible to all
- Practical group exercise
- Individual feedback and assessment

\* Participants are required to bring their own documents to edit during this session.

For more details - [www.trust.org/training](http://www.trust.org/training)  
or email [training.foundation@thomsonreuters.com](mailto:training.foundation@thomsonreuters.com)



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