

Corporate Writing: Fundamentals of Clear Communication

Course details and booking form

Duration

2 days

Topics covered

1. Introduction
The value of good communication; writing, ethics and the law
2. Fundamental characteristics of good factual writing
Exploring clarity, economy, familiarity, consistency and respect for audiences; the many varieties of English
3. Exercise 1: correcting flaws in sample texts
4. Parts of speech and the building blocks of language
Nouns, verbs, pronouns, adverbs, adjectives, prepositions, conjunctions, phrases, clauses, sentences, paragraphs
5. Exercise 2: identifying parts of speech
6. Aspects of grammar
7. Exercise 3: correcting grammatical flaws in sample texts
8. The process of writing
Using templates and style palettes; getting started (brainstorming, mind-mapping and outlining); drafting techniques; writing for review; reviewing tips; general writing tips
9. Business correspondence: types, structure and style
Memos, letters, emails and reports; section-by-section description; techniques for assertive, polite and effective writing; tables and illustrations; referencing
10. Troublesome words: words that catch us all out

11. Common obstacles to readability in all forms of writing
Sentence complexity; nominalisation; complex noun phrases; over-use of passive voice; impersonal tone; readability formulas
12. Exercise 4: simplifying texts, removing nominalisation and converting from passive to active
13. Effective punctuation
14. Exercise 5: correcting punctuation and other flaws in sample texts
15. Professional style
Professional typography; designing for maximum comprehension; expressing numbers, units and dates

Presenters

The course was designed by Dr Geoffrey Marnell and is presented by Dr Marnell or by Vian Lawson. Dr Marnell lectures in *Technical Writing and Editing* in the English Department at the University of Melbourne. Vian Lawson teaches *Instructional Writing, Corporate Writing* and *Writing for the Web* in the Department of Professional Writing and Editing at Holmesglen Institute. [Click here](#) for further details.

Location

All classes will be held in or close to the CBD. You will be notified of the venue closer to the date of the course.

Cost (in AU dollars, including GST)

Full: \$875; Early Bird: \$695; Special: \$495

Queries

Telephone 1800 601 116 (a freecall) or send an email to courses@abelard.com.au

Make a booking

Your name: _____

Postal address: _____

Email: _____

Payment method: Pay on receipt of a tax invoice[†], or
 Pay now by credit card
(A 1.5% processing fee applies to all credit card payments)

Card type: Visa MasterCard AMEX

Card number: _____

Expiry date: _____

Name of card: _____

Signature: _____

Organisation:* _____

City and postcode: _____

Contact phone no.: _____

Select the course:

Sydney

June 28–29 2010

More courses later in 2010. Call 1800 601 116 for details.

Fee:[‡] Full Early-Bird Special

* Specify the organisation only if it will be paying for your attendance at the course.

[†] To secure your place in the course, your tax invoice must be paid no later than 7 calendar days before the course start date. The tax invoice will be made out in your name, or in the name of the organisation who will pay the invoice, and sent to the postal address specified above.

[‡] The **Special** rate is offered to concession-card holders and full-time students. The **Early-Bird** rate is for bookings received at least 2 weeks before the course date (unless specified otherwise).

CANCELLATIONS: Full refund if cancelled with at least 10 days notice; no refund if cancelled with less than 5 days notice; otherwise 50% refund.

Send this form by...

... fax to (03) 9596 3625, post to Abelard Consulting, PO Box 7188, Gardenvale, Vic., 3186, or email to courses@abelard.com.au.