

Writing Skills Training



Helping you to put it
in writing.

Our standard courses

◆ **Bids and proposals** — winning tips and techniques

Whether you are bidding for work or bidding for funding, you need stand out from your competitors. This unique writing workshop shows you how to create bids that get results, making your bid as persuasive as possible.

◆ **Copywriting** — learn how to make your words work for you

Press releases, advertisements, leaflets, newsletters and brochures — all of the things written to promote your organisation and its products or services. Learn how to capture your reader's attention - and keep it.

◆ **Report writing** — getting your point across

Project progress reports, status reports, summary reports following a particular event — whether written for internal or external readers — need to be clear and unambiguous. We show you how!

◆ **Rules of English** — and when you can break them

Spelling, grammar, punctuation — the building blocks of the English language are discussed, highlighting common errors and explaining how to correct them.

◆ **Technical documents** — making them clear and concise

Writing technical documents for a non-technical audience is not easy. Online help, user guides, product manuals, specifications and maintenance guides all fall into this category. Learn the techniques you need to get the message across.

◆ **Web writing** — you only have 5 seconds to make a good impression

Reading on screen isn't the same as reading on paper — so why write in the same way? This course focuses on getting your message across when people's attention spans are often at their lowest.

◆ **Writing to persuade** — winning the day

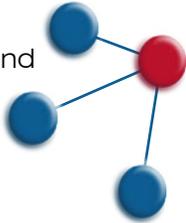
Business cases and proposals need agreement from others before you can move forward. Presenting your arguments clearly and persuasively will help you to get it!



Not quite right?

If you can't decide which course is for you, please get in touch. We are developing new ones all the time, and a range of cost-effective options enable you to create the course you need.

All our courses are modular, and combining modules from different courses is one way of creating the course you need at no additional cost.



Some of our customers choose to have a standard course modified to cater for specific requirements. This gives you a more tailored course without the full cost of development.

Building exercises around your own material enables your delegates to practise on familiar, relevant content. We can also supplement the training with workshops using your own materials.

How many people can attend each course?

We limit the number of places on our courses to make sure that everyone gets maximum benefit.

Key concepts are explored through discussion of shared experiences and the use of carefully constructed exercises.



Where are the courses held?

We will deliver your courses at your own premises or in a local hotel or training suite - whichever you prefer.

Public courses are held at modern training facilities in central locations.

Looking for feedback?

Being able to express yourself clearly and confidently in writing is absolutely essential in the modern, competitive business world.

Your documents say a lot about you - and you only get one chance to make a first impression.

If you would like to know what you're doing wrong - and what you're doing right - let us know when booking a course. We can arrange for a trainer to review some writing samples and to provide feedback.



Introducing our lead trainer

Alison Peck has been writing professionally since 1994 and started teaching others to do the same in 2004.



Alison has worked for a variety of organisations, which has given her a wide range of experience to draw on when teaching.

Whatever sort of documents you write, we can help you to improve them.



Our prices are highly competitive and we give discounts for charities.

Call us to discuss your needs — we are very happy to give you a quote, and will work with you to fit in with any budget constraints you may have.

Contact details

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