

Professional writing courses for business and government.

Give your team the skills and confidence to develop clear and effective written documents – from emails, reports and policies to speeches, media releases and marketing.

Get the edge over your competitors with well-written proposals. Satisfy your stakeholders with comprehensive reports. Attract more enquiries and prospects with effective and persuasive communications. And increase your chance of publication with powerful press releases.

How to book:

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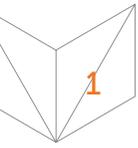
Phone: 03 9094 7855

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Web: www.writersvictoria.org.au/business

WRITERS
VICTORIA

All about business writing



WRITING AT WORK

Copywriting for Effective Communication with Nicolas Di Tempora

Learn the principles, techniques and disciplines for structuring and writing communication pieces that compel readers to read on. The craft of copywriting is an ideal skill to learn to ensure clear writing for effective communication and image projection – from websites to proposals to letters to emails. Participants should bring their work-based projects to workshop during this session.

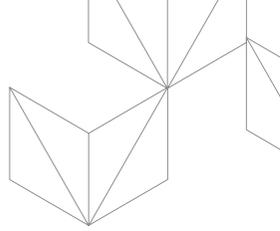
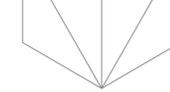
Who should attend?

Public, private and community sector professionals committed to higher communication standards in all media.

Learning outcomes

- » Understand the ‘how’ and the ‘why’ of structuring an effective communications piece.
- » Know how to correctly judge a piece of communication.
- » Build greater confidence in your own communication skills.
- » Find out how to anticipate, shape and satisfy the reader’s needs.
- » Write sentences that bring ideas and images into clearer focus.
- » Use the grammatical signposts that guide your reader and move discourse forward.
- » Learn how to self-edit as you write.

Nicolas Di Tempora is a professional copywriter, art director, editor and qualified educator. He is director of the Copywriting in Action Live-On-Line School and author of ‘Copywriting in Action’, acclaimed by Australia’s leading copywriters Jane Caro, John Bevins and Ron Mather. His style of teaching is highly collaborative and methodical, embedding theory into practice to demonstrate the strategic and creative thinking processes involved in properly practised copywriting (be it selling or telling).



REPORT FUNDAMENTALS

Clear and Concise Reports with Kyra-Bae Snell

It’s amazing what a difference concise, direct and clear communication can make to your time. Learn how to get the basics right and the building blocks to a more effective and efficient practice.

This course covers the fundamentals of good writing and emphasises the importance of clear and concise writing that delivers its message to its target audience.

Who should attend?

Anyone who has to write reports at work. The course can be tailored to suit the writing level of the participants – whether they’re new to reports or report writers who want to brush up on their skills.

Participants should bring examples of reports from their organisation to workshop during the course.

Learning outcomes

- » Learn how to write clearly and concisely.
- » Learn how to identify the main message of your writing.
- » Find out how to make your message easier to understand.
- » Learn how to use plain language.
- » Learn how to effectively proofread and edit your writing.

Kyra-Bae Snell has more than 15 years’ experience teaching people how to write clearly and effectively. Kyra is a skilled and dynamic facilitator who makes learning how to write better interesting, and occasionally fun. She has written and delivered training packages for business, government and not-for-profit clients. Kyra is an award-winning editor and writer whose main passion lies with teaching and learning.



PUBLIC RELATIONS

Effective Public Relations and Media Writing with Spiri Tsintziras

Well-chosen words have the power to inform and engage, to evoke and sell. Learn how to reach your audience with targeted, well-written messages. From writing concise media releases to creating attention-grabbing copy for social media and the web, learn to engage your audience with the written word.

Who should attend?

Whether you're in sales or a start-up, a small business or a not-for-profit, gain an edge by learning to write public relations and media copy that begs to be read.

Learning outcomes

- » Understand the breadth of public relations communication channels available to you no matter what your industry or service.
- » Identify your audience and purpose when writing public relations materials.
- » Create professional, clear and engaging copy that gets audience attention.
- » Gain the skills for writing effective media releases, newsletters, social media and website copy.

Spiri Tsintziras has worked in publications, policy and project management roles in not-for-profit and government sectors for over 20 years. She has qualifications in freelance journalism, social work and training, and teaches creative and corporate writing at Swinburne University of Technology.

Spiri manages the communications business Writing Spirit. Writing Spirit provides writing, editing and project management services to a broad range of clients, from small businesses to national not-for-profits.

MEDIA

Become a Media Spokesperson with Erina Reddan

Media is a powerful tool for talking to a lot of people at one time. In this course, you will develop high-level media skills to communicate in a clear, powerful and media-savvy way, as well as learn how to connect with your audience through the media. Crisp, compelling and evocative communication is the rocket fuel that helps you cut through.

Who should attend?

Anyone who needs to talk to people through the media to build or protect their organisation's reputation.

Learning outcomes

You will learn how:

- » To be strategic so you get what you want from a media interview.
- » To break each thought into bite-sized chunks that will give the audience the information they need to understand and respond to you.
- » To connect these thoughts into a compelling narrative.
- » To use crisp, powerful and energetic media language.
- » To do TV, radio, and print interviews.
- » To respond to questions so that you satisfy the question and return to your 'story'.

Erina Reddan is a Walkley Award-winning journalist who has held management, reporter and foreign correspondent positions in the media for over a decade. She has combined her significant media experience with more than 15 years in corporate communications, working with CEOs and their teams to build effective media skills. Erina has been a television producer, ABC Foreign Correspondent, reporter for ABC TV news and Foreign Correspondent, and Radio Australia's Sydney Bureau Chief. A former lecturer at Melbourne University, Erina has an Honours degree in Politics and a Masters Degree in Professional Writing (UITS), and is now undertaking her PhD in writing (LaTrobe University).



WRITING YOUR BRAND

The Art of Corporate Storytelling with Ros Marsden

Is your corporate language bland? Are you overwhelmed when asked to develop business content? Are you writing 'journey', 'transitioning', 'transform' and 'evolving' in every proposal? Learn how to be brave with text and develop a personality for your workplace through imaginative writing. Explore different writing platforms, including social media, and discuss the right words for each. Talk about which words to use in a crisis. And discover that every business has a great story to tell.

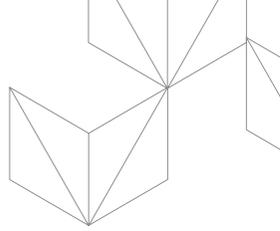
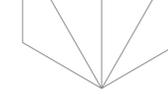
Who should attend?

This workshop suits anyone looking to invigorate their approach to writing about and for their workplace. It is for those who want to inject new energy into their business through the power of words.

Learning outcomes

- » See how business writing can be creative and energetic.
- » Learn how to use fewer words to create a stronger message.
- » Find out which publishing platforms benefit from a range of writing styles.
- » Learn why crisis communication doesn't have to be frightening.

Ros Marsden has wide experience as a business communicator and media expert across online and print news publishing, live television production and the not-for-profit sector. She was Communications Manager for Fairfax's Australian Community Media, a division of over 160 mastheads across regional, agricultural, the Canberra Times and Sydney suburbs. Ros also worked in advertising management at Fairfax, where she taught that effective word use improves commercial outcomes. She currently does media for Uniting Church Synod of Victoria and Tasmania.



WRITING FOR CHANGE

Persuasive Writing with Jacinta Cubis

Writing is critical to persuade people to do something. Change legislation. Inspire local action. Grant funds. Win a client. Support your cause. Or just get a meeting so you can outline your argument in person. It doesn't matter who you're trying to persuade or what format you're using to convince them. Use real examples and your own work to identify and practise the key elements of persuasive writing needed to convince the reader.

Who should attend?

People in community, government and corporate sectors who write policy briefs and position papers to influence a board, the government or your manager; submissions to enquiries; proposals to win partners, sponsors or clients; or grant applications.

Learning outcomes

- » Learn the key elements of persuasive writing.
- » Find out how to align your writing with the readers' interests.
- » Learn how to critique your own and others' writing so that it is as persuasive as possible.
- » Learn how to change a lengthy, dense piece of writing into something lean and punchy.
- » Learn how to turn wordy emails and letters into persuasive pitches.

Jacinta Cubis helps organisations manage partnerships that tackle social problems. Jacinta honed her writing skills in the fast-paced environment of an international development agency and government public affairs. Writing remains central to her work. Her portfolio features a diverse range of communication, policy and campaign materials, covering topics such as cycling safety, mental health, positive ageing, death and dying, international development, and disability. Jacinta has qualifications in corporate social responsibility, international relations and communications. An exceptional facilitator and presenter, she has held leadership roles in the higher education, government and community sectors.

WRITING FOR SPEECH

Speechwriting with Yannick Thoraval

In the modern workplace, nearly all staff members are expected to make speeches and presentations, but most people are daunted by the idea of doing an oral presentation. Learning to present well can consolidate your brand presence and save you (and your audiences) a lot of discomfort.

Who should attend?

People involved or interested in marketing and communications, public relations, speechwriting, politics, corporate communications or media liaison.

Learning outcomes

- » Find out how to plan your speech or presentation.
- » Learn to structure and deliver a speech to inform and persuade your audience.
- » Learn to translate content into speeches that meet the diverse needs of your stakeholders.
- » Develop your 'voice'.
- » Get tips and tricks on the art of speechwriting.

Yannick Thoraval is a professional communications advisor with more than five years of speechwriting experience in the Victorian Government Department of Premier and Cabinet. He also teaches Professional Writing and Editing at RMIT University.

All about business writing

No matter your role or industry, good writing and communication skills can make a difference.

Our cost-effective, half- or full-day training courses can be delivered in your own venue at a time that suits you.

Writers Victoria is all about writing. With over 3,200 members throughout Victoria (and beyond), we are the State's largest organisation supporting Victorian writers.

Our training gets results!

'Very interactive and positive'

'Clear, concise delivery, well-paced'

Fees

One-day courses from **\$4,000** (less than \$350 per person). Call us for a quote today. Maximum of 12 people per course. All prices exclude GST.

You can also ask us about:

- » Holding your training day at Writers Victoria in Central Melbourne.
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- » Designing a bespoke training course to meet your needs. We also provide training in:
 - > Tenders and submissions
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 - > Web writing
 - > Grant and funding applications
 - > Briefs
 - > Media releases
 - > Plain language

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