

## Writing effectively Overview

### Description:

In 2023, we're subjected to more communication than at any other point in history. From letters and emails, to tweets and texts, we are greeted by a seemingly endless stream of messages during every waking (and indeed sleeping) hour.

How, then, can we possibly hope to ensure our own messages are seen by those we seek to inform, persuade and motivate?

By sharing some of the key principles of effective writing and learning from journalists, advertisers and salespeople amongst others, we hope to provide you with the platform to achieve exactly that.

### Outcomes:

- Understand the fundamental principles of effective writing
- Recognise the importance of planning and learn ways to do it successfully
- Discover tools and techniques to write more persuasively
- Learn quick and easy ways to improve your grammar

### Recommended audience:

This session will benefit anyone who needs to write effectively as part of their role.

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