

FEEDING ON FEWER WORDS

A Plain English Writing Workshop

Every day, we are bombarded with thousands of messages. Emails. Faxes. Texts. And now, tweets! Getting your message across to readers is harder than ever.

Successful organizations and professionals recognize the value of good writing and its role in reaching audiences, increasing understanding, improving productivity and reducing costs. The secret to effective writing in today's cluttered marketplace is **saying more with less**.

Using **fun and memorable techniques**, this Plain English Writing Workshop will help you break through the noise and bring new life to your writing. This workshop is designed to enhance the writing skills of **employees at any level** from administrative staff to senior management.

In this four-hour workshop, you will:

- Think like a reader
- Get instruction on how to write clear, concise and compelling copy
- Understand why writing less is more
- Adapt the techniques of writing in plain English
- Eliminate "gobbledygook" and "decay" from your writing
- Learn how to strike a responsive chord with your audience
- Obtain resources for better writing

Training at Your Location or Ours.



Instructor:

Bill Weger began his career as a journalist before moving on to more senior PR positions at associations and leading consulting firms. He is the founder and senior partner of Image One PR and has taught effective writing and nonprofit branding to diverse audiences. He has more than 20 years of experience writing publications, speeches, annual reports, briefing papers and articles for nonprofits, associations, corporations and government.

Mr. Weger has received national and international recognition for communications excellence, including APEX, Aurora, Communicator, MarCom and Hermes Creative Awards. He is a self-confessed "bookaholic" and Stephen King fan. This writing workshop was inspired by one of Mr. Weger's favorite grammar and usage books, *"The Deluxe Transitive Vampire: The Ultimate Handbook for the Innocent, the Eager, and the Doomed,"* written by Karen Elizabeth Gordon.

He holds a Master of Arts Degree in Public Communications from American University and a Bachelor of Science Degree in Journalism from the University of Maryland.

Cost: \$875.00 per organization limited to 20 participants per workshop. Travel reimbursement outside the Washington-Baltimore Metro Region is additional.

For more information and to schedule a workshop, contact Image One PR at 301-519-8040.

We know Dracula was a count, but what if he were a writer today? How might he write a business letter, a brochure or annual report? Would he go for the jugular? He surely would suck all unnecessary words out. He might hypnotize you with powerful, laser beam messages. Let your Writing RISE!