

I Want A Word With You

The use of plain English for successful communications

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Developed and delivered by Janette Young media and communications

"When something can be read without effort, great effort has gone into its writing."

– Enrique Jardiel Poncela

Duration:

Three-hour workshop.

Format / program structure:

Highly interactive, contextualised to participants' work or group environment.

Program Overview:

Plain, simple English - the best way to get your point across.

It is not always easy but it is possible.

Simply, to be effective in your writing style you must deliver information that achieves just one thing: *Everyone should be able to understand it.*

So lose the gobbledegook and let's talk straight. In fact, let's talk to our AUDIENCES. Give them the information they need in the language they understand.

This course will teach you to identify key messages, translate them into your audience's language and deliver them in a structure that will leave your reader informed, engaged and ready to become an ambassador for your organisation.

About the presenter:

Janette Young has more than 30 years' experience in media and strategic communications, having worked in London on The Times and the Press Association and as Assistant Editor with News Limited for more than seven years.

She has been a Bachelor of Communications lecturer, a Business Editor with both News Limited and APN News & Media in Australia and in 2009 was a finalist in the Queensland Media Awards for Best Business Report.

Since 2002, Janette has worked with all levels of business, Government and not-for-profit organisations. She is a qualified trainer and member of the National Speakers' Association of Australia.

"It's time that we became uber-efficient with our homogenised strategic concepts"

"I can make a window to discuss your facilitating incremental consulting"

Topics covered

Identify your key messages.	Where does it fit?
Identify your audiences.	Structure to succeed.
Build simplicity into your language.	Layer messages.
Tailor to your audiences.	Action stations – how to embed that call to arms.

Who should attend:

Anyone who wants to build their writing skills to engage their audience.