



Consider joining us for an in-depth, technical session providing numerous ‘how to’ and reference documents. We can promise you the following when attending (on-line) the IRLA *Professional Writing Skills* course on September 22, these questions will be answered -

What are the three principles of good writing?	How, by writing <i>clearly, concisely</i> and <i>precisely</i> , we help readers to quickly and easily understand our messages.
How can I correctly use punctuation marks ?	How to use apostrophes, commas, semi-colons and colons . (Additionally, information will be provided on the other punctuation marks.)
How can I keep my readers’ attention for long enough to get across what I want to say?	<p>How to best describe ‘why we are writing’.</p> <p>How to layout writing so it’s clear and easy to navigate.</p> <p>How to position key/emphasised points and conclusions.</p> <p>How to enable skim-reading (so readers get the gist of our messages).</p> <p>How to organise messages so they are clear.</p> <p>How to use sentence length to help understanding.</p> <p>How our choice of words and tone determines reader reaction.</p> <p>How to keep writing concise and easy to understand.</p>
How can I get a smooth flow to my writing, so readers can easily follow my train of thought?	<p>How to show the connection between our ideas and points.</p> <p>How to use writing techniques to help readers easily follow what we’re saying.</p>
How can I provide a professional, error-free image ?	<p>How to achieve correct writing with a consistent ‘look and feel’.</p> <p>How to avoid common grammar pitfalls.</p> <p>How to plan our writing, and then effectively implement the plan.</p> <p>How to edit, proofread and manage colleagues’ writing.</p> <p>How to write good emails and reports.</p>

Click [here](#) to register, for members just £195 incl VAT, or contact us if you have any questions regarding any of our other courses or events.

Keep safe and well

Leslie-Ann Giovnilli
Head of Learning & Development