Getting to the point®
Plain English Essentials

Plain English Foundation® Training

Our 1-day public workshop teaches the core concepts of plain English and is suitable for anyone who writes at work.

It will show you how to:
- write content that is clear and to the point
- apply plain English tools and style in a highly practical way.

Outline

Clarify your core message	Apply the core message test to focus your content and trim inessential information.
Select the best structure	Learn which structural models work best for different material.
Use document design	Use typography, layout and visual elements to convey content more effectively.
Set the right tone	Use our tone scale to measure the tone of material and match it to your readers' needs.
Activate your style	Learn to activate verbs to strengthen clarity and certainty of meaning.
Keep it short and simple	Choose the right words and sentence length for readable, accessible content.

Key details

- $700 plus GST
- 9.30 am to 4.30 pm, with lunch included
- CBD venues around Australia. See our website for details.

'Every element was interesting in the way it was dissected, explained and applied!'

'Seamless. The trainer held my attention for the whole session.'

'Easy to follow, interactive and fun.'

'It was brilliant.'

'Simple, effective and well communicated.'

'I learnt how to write more simply while still keeping it professional.'

What's plain English?

Your content's in plain language if its wording, structure and design are so clear that the intended audience can easily find what they need, understand what they find and use that information.

Before

The pedestrian link may not be fully operational at the time of opening of the commercial towers, which may result in significant pedestrian travel issues for the retail precinct.

After

If the pedestrian link is not ready when the commercial towers open, people will not be able to walk to the shopping area.

What are the benefits?

We'll build on your existing writing skills to help you improve:
- precision and clarity
- readability and efficiency
- accountability and credibility.

Plain English makes your documents more effective and persuasive, using:
- traditional grammar
- rhetoric
- information design
- cognitive psychology.

Want to learn more?

Check out our free online writing tips and quizzes.

Register now for access.