



Reinventing Your Writing for Government in a New World

TRAINING

Write clear, relevant content that connects with a diverse audience



Facilitated by
KYLEE BRISTOW
Owner
Lexi Communications

Online → Thursday, 9 February 2023



PUBLIC
SECTOR
NETWORK



Certified
B
Corporation

Write clear, relevant content that connects with a diverse audience

For decades, the public sector was known for its formal, almost parental, tone. Government communication – from letters and forms to web content and emails – was often dense and jargon-heavy, with convoluted and ambiguous messaging. This was accepted as the norm.

But now we're in a new world where a human-centred approach to written communication is expected. Your readers demand content that is clear, inclusive and highly targeted to their needs. So your writing needs to evolve as a result.

In this course, Reinventing Your Writing for Government in a New World, you'll get all the advice you need to bring your writing up to best practice in 2023

You will shape a more user-centric, modern government voice that is clear, concise and relevant, and connects with all the readers in your diverse community.

Why Attend

- A bespoke, interactive program designed specifically for Public Sector Executives to update your written communication for the modern public service
- Understand how to tailor your writing for different platforms and genres & Assess your writing and identify what you need to do to improve
- Learn practical tips to overcome common challenges including writer's block and proof reading
- Benchmark your writing skills with those of your peers from across the public sector

Learning Outcomes

- Stay up to date with best practice and enhance your writing skills across different genres and platforms
- Better identify, understand and connect with readers to get the results you need
- Identify common writing pitfalls and how to avoid them for more effective communication
- Adopt an inclusive voice to create a genuine connection between government and your diverse community

Who Should Attend

Heads of, Director, Managers, Leads and Specialists of:

- Website
- Content
- Communications
- Internal Communications
- External Communications
- Stakeholder Engagement
- Marketing Communications
- Community Engagement
- Community Development
- Online Platforms

In addition, the course will benefit anyone in government seeking to improve their written communication from Policy Writers to Team Leaders and Project Managers leading multi-disciplinary teams.

Meet Your Facilitator



Facilitated by
KYLEE BRISTOW
Owner
Lexi Communications

Kylee is an experienced communications specialist – writer, editor and trainer. Her passion is helping organisations produce content that truly speaks to, and solves problems for, their readers.

She believes that government writing is about human connection, not information distribution. Every Australian has the right to access and understand the information they need to make decisions and take action.

Since 2000, Kylee has run a communications business that delivers writing and editing services, as well as training, for government agencies and educational institutions. She has also worked in many government communications teams, specialising in developing effective content for government websites.

Kylee's training helps organisational writers stay up to date with best practice, and closes the gap between what organisations want to say and what readers need to know.

Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space

Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 18 Nov	Register by 13 Jan	Register by 9 Feb
\$795 + GST	\$995 + GST	\$1195 + GST
Save \$400	Save \$200	-

[CLICK HERE TO REGISTER](#)

*Group Discounts Available - Contact Registration at registrations@publicsectornetwork.co or Call on **(02) 9057 9070**

Module One - The who and why of modern government writing

9:30am PSN Welcome and Introductions

9:35am Opening Remarks from the Trainer

9:40am **The evolution of government voice in Australia**

- Knowing your reader: who are you talking to?
- How readers consume information
- How your government communication must adapt to be effective

10:25am **Identifying the purpose of your writing**

- The importance of asking 'why'
- Considering format and distribution
- How these factors will impact your writing

Module Two - The art of writing for government today

11:10am **The foundations of structure and language**

- How to structure content for ease of use
- Plain language in practice: what to keep and what to leave out
- Practical tips to avoid redundancy and repetition

11:50am **Enhancing your writing to connect with readers**

- Making a persuasive argument
- Creating an impactful call to action
- The importance of effective content design

12:40pm **Lunch Break**

Module Three - Refining your writing with editing and proofreading

- 1:40pm** **Fixing common writing problems**
- The mechanics: common issues in writing
 - Why consistency is key in communication
 - How style guides solve most writing problems
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- 2:25pm** **Mastering editing and proofreading**
- The different levels of editing
 - Proofreading: what it is and isn't
 - Tips for editing and proofreading under pressure
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Module Four - Customising key messages for social media

- 3:10pm** **Optimising your writing for digital channels**
- How web writing differs from print
 - Writing emails that people want to read
 - Applying the new rules to different genres and audiences
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- 3:55pm** **Tailoring your writing for diverse audiences**
- Non-discriminatory and culturally appropriate language in government today
 - Writing for culturally and linguistically diverse communities
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4:40pm **Closing Remarks from the Facilitator**

4:45pm **End of Training**

CONNECTING GOVERNMENT
WWW.PUBLICSECTORNETWORK.CO

AUSTRALIA / NEW ZEALAND
P +61 2 9057 9070
E info@publicsectornetwork.co

USA / CANADA
P +1 (647) 969 4509
E contact@publicsectornetwork.co

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