

BACK BY POPULAR DEMAND!



Reinventing Your Writing for Government in a New World

TRAINING

Write clear, relevant content that connects with a diverse audience



Facilitated by
SANDRA HOGAN
WriteBusiness

Online → Thursday, 1 August 2024



PUBLIC
SECTOR
NETWORK



Certified
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 2024.

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

- Understand the needs of government readers.
- Learn to write clearly, concisely and correctly.
- Improve the ease and speed of your writing.
- Gain confidence in your writing skills.

To make this course relevant and practical, you will work on a piece of real-life writing from your own workplace.

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



SANDRA HOGAN
WriteBusiness

Most people have had very little training for writing at work. They may be able to write a thesis or a technical paper but not to produce a succinct report, a strategic proposal, or a briefing designed for a two-minute reader. Sandra Hogan's combination of experience as a journalist, senior public servant and facilitator places her ideally to assist people in business to gain the writing skills that will boost their careers.

Since 2005, Sandra has been training, coaching and mentoring business people and public servants in all aspects of writing for work: from emails through reports, to ministerial or mayoral correspondence or answering customer complaints. She tailors courses and coaching programs to meet the needs of her clients. In some cases, this means a particular focus on grammar, proofreading and editing; in others, the need to analyse and write for different audiences, plan effectively or even just to overcome writer's block. Participants in her workshops come away with practical skills and new confidence.

Sandra has designed and delivered more than 1,000 training courses in writing and editing to government staff since 2005. During the period she delivered this training for the Institute of Public Administration, her courses were rated in the IPAA annual reports as the most popular among the hundreds of courses they ran, due to her subject knowledge, enthusiasm and skill in working with groups.

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 17 th May	Register by 14 th Jun	Register by 31 st July
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-

CLICK HERE TO REGISTER

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

Module One – Write for the reader and achieve your purpose

9:30am Welcome and introductions

9:40am What is good writing in government?

9:50am Audience and purpose: learn to achieve your objectives and engage your readers

Module Two – Write clearly and concisely

11:10am Plain English: We hear the term a lot, but are we really meant to write in plain English? Do people in government really want it?

- Learn to recognise the kind of writing you should be delivering.
 - Learn how to improve your writing – one simple technique at a time.
 - Learn to write inclusively.
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11:50am Conciseness: Why do government writers have to reduce complex topics to one page?

- Learn how to write a one-pager.
 - Learn how to craft concise sentences and paragraphs.
 - Learn simple principles for good structure.
 - What is different about digital writing?
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12:40pm Lunch Break

Module Three – Write quickly and correctly

1:40pm Steps in writing: A recipe for writing quickly and easily.

2:00pm Learn how to give and receive feedback on writing.

Module Four – Practice and planning

2:15pm Practise editing, proofreading and using government style guides

3:15pm Make a plan to keep improving

3:25pm Final comments and questions

3:45pm End of Training



Get In Contact

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