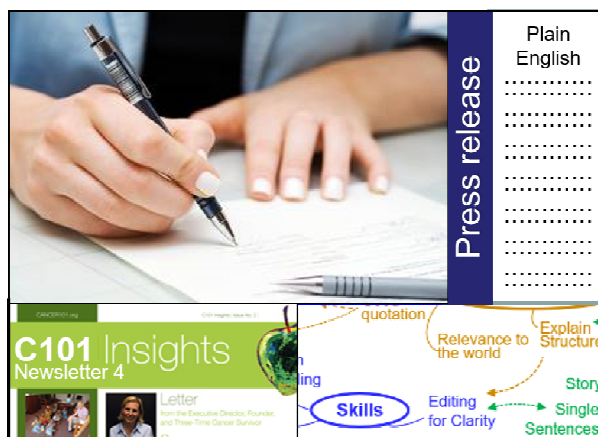


Writing Scientific Grant Proposals, Newsletters & Press Releases

Presenter: Mark Edwards

Duration: 2 days

Languages: English only



Audience-focussed and purpose-oriented communication techniques

What matters is NOT what you want to say, what matters is what your target audience wants to hear – their interests, and not yours. Flex your style and your choice of words to speak in the language that your targets understand and feel comfortable with. Develop the clarity and natural-sounding flow of your writing in a style that suits its purpose - and the preferences of the intended reader.

We also examine common mistakes in English and 'bust' a few myths about the rules of English – for example - Finishing a sentence with a preposition? What are you thinking of? And as for starting a sentence with the word 'and'... And what about split infinitives? – is it necessary to be so absolutely compliant with the 'rules'?

We focus on bringing our writing into the 21st Century by practicing the use of diversity-aware language and following the principles of the plain English campaign.

In conclusion, we explore the special approaches needed for a variety of communication needs including writing grant proposals, preparing effective press releases and writing newsletters.

Content

- Targeting your message and developing a good structure
- Editing skills – seeking clarity and brevity.
- Developing the flow of your text
- Proof-reading and final presentation
- Common mistakes in English
- Myths of grammar & style
- Using diversity-aware language
- Principles of plain English
- Top tips for writing press releases
- Writing newsletters that people actually want to read