



PrinceHeron Communications

Providing
Communications Tools
for the Workplace

Coaching
Planning
Training

Workshops & Seminars

Fiona E. Prince, MA
Applied Communications

Keirseley Temperament
Certified Professional

250-418-5982
fiona@princeheron.com
www.princeheron.com

Communications Workshops

Writing Workshops

Writing Basics and Beyond

After they finish high-school, many people never receive any formal training to build their writing skills. In today's workplace, clearly written communications are essential components of every project and program.

Most written communications in the workplace are delivered via email. These emails contain information, instructions or requests for action. Regardless of their content, business emails need to be written in a way that helps your reader to grasp your intended meaning quickly. A well-structured email will help your reader to do this.

This workshop will provide you with opportunities to learn how to write clear and concise communications using a consistent and professional format. The course principles apply to all types of business documents, from email and memos to reports and other written communications.

Writing for the Web

Despite the fact that the World Wide Web has been around for years, inappropriate and ineffective writing still diminishes its impact and usefulness. Writing for the Web requires a different style and structure. For people used to writing for print, this entails a shift in perspective – from telling a story from beginning to end to something akin to peeling an onion to reveal the layers of detail.

Learning to structure your writing in an appropriate way is part of the secret of effective Web writing. Participants will have the opportunity to create new content and/or revise existing content for their own projects. By working on your current web content, this facilitated working session gives you immediate results for you and your organization.

Workshop topics include:

- Why Web writing is different
- How users read the Web
- Planning Web copy
- Characteristics of Web writing
- How much is enough?
- How to choose effective graphics

Note: Fiona will be delivering this one-day course in the Continuing Education Studies program at Royal Roads University in 2009.

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