

# Writing to Today's Busy Reader

1 Day Public Workshop – December 12, 2011

**IWCC**

IMAGINE A WORLD WITH  
CLEAR COMMUNICATIONS

## About this Workshop

Today's busy reader wants to be more informed with less information. This workshop will give you practical skills for writing e-mail, letters and short reports that get to the point and help move projects forward. You will learn a framework that you can apply to all your writing to ensure you consistently achieve the results you want and foster productive relationships with colleagues, customers, clients or other business partners.

## Who Should Attend

This workshop is designed for people who rely on e-mail and other short business documents to communicate effectively with others. It is suitable for people who write to internal colleagues or to external business partners.

## What Participants Will Learn

By attending this workshop, you will learn to:

- Organize e-mail, letters and short reports (1-2 pages) into focused, efficient, useful messages
- Apply IWCC's 5Cs framework to quickly plan and write effective business documents
- Determine the right content and level of detail to include
- Write in a High Impact style that is clear, succinct and easy to understand
- Use constructive tone to build and maintain good relationships
- Organize related information into coherent paragraphs
- Use e-mail as an effective means of communication to enhance personal and organizational productivity.

### Sign up for IWCC Training's Writing to Today's Busy Reader 1 day Public Workshop

**When:** Monday, December 12, 2011

**Where:** Convergence Centre, Markham

**Time:** 8:30am – 4:30pm

**Cost:** \$595.00 per participant + HST\*

*\*Includes parking, breakfast, lunch and snacks.*

For more information or to register for this workshop please contact

**Heather MacLean** at [heather.macleaun@IWCCTraining.com](mailto:heather.macleaun@IWCCTraining.com)

**Payment by credit card due at the time of registration.**

**Payment is non-transferable and non-refundable within 45 days of workshop.**