

Getting Your Message Across

Duration: Two days

In these days when attention is the scarcest resource, how can we ensure that our most important communications are not deleted or binned? This course explains how to win a reader's attention and retain their interest. It also covers selecting the best channels for reaching a target audience.



image CC Nick Bramhall

Why Attend?

- To learn how to make your message stand out from the crowd
- To learn how to write convincingly
- To learn how to write a proposal
- To make your business writing clear and concise
- To understand the different channels available for reaching your audience and how to use them

Who Should Attend?

- Individuals responsible for communicating with customers, colleagues and opinion-formers
- Individuals working in marketing, sales, PR and HR
- Individuals responsible for submitting proposals to customers and potential investors

Topics Covered

- The structure of different types of communications, e.g. awareness raising, selling, feasibility report, providing information, recommendation
- Making a proposal
- Structuring documents so they can be read quickly and easily
- Different communications styles
- Capturing attention through social media
- Managing email
- Improving business English so it is clear
- A writing "clinic"

By the End of the Course Delegates will

- come away with a set of templates for writing documents quickly and clearly
- know how to sell their ideas effectively in writing
- have confidence in providing content through social media
- feel more self confident about creating communications campaigns.