



Effective Writing to Inform Council and Media

Three half-day virtual workshops. 9+ hours of interactive practical training.

Practical writing for clearer understanding by council & media

Municipal staff regularly produce briefings and reports for council to make decisions. Those same documents are used by journalists to produce media articles to inform the public. The challenge is most municipal issues are quite complex and elected officials and journalists are usually not trained in the subject matter topic. This can lead to confusion of the key issue, or the importance of administration's recommendation is overlooked.

LGAA is partnering with Wordsmith Associates to host a three-part virtual workshop to teach you core tools and methods to write in an effective and clear way. Using examples from real municipal documents, you will learn how to present complex information so it is easier for council and media to understand.

About this training

This virtual workshop series will provide 9.5 hours of training where you will:

- look at many types of writing and how to adapt to different audiences
- enjoy a team-teaching approach with two instructors and a lively pace
- participate in exercises, discussion, before-and-after examples, visual content, and breakout rooms
- receive a roughly 80-page manual

About Wordsmith

Wordsmith has been working with business, financial, and legal writers since 1980. They [train](#) writers, [edit](#) documents, and help organizations [improve](#) their processes for writing and reviewing documents.



Decades of experience with local government writing

Wordsmith is based in Alberta and has worked with thousands of municipal writers across Canada. Here is what municipal staff have said about the course:

- “This is some of the best training I’ve taken. It’s certainly the best writing training, but actually in any category.”
- “I did not expect this to be as practical and applicable as it was. This approach changes how productive I can be in a day and how clear our team can be with directives and guidelines.”
- “I am so much better equipped as a writer, and I feel more skilled to review documents written by my staff.”

Last year’s workshop sold out and received top reviews from participants.

Module 1: Core Plain-Language Tools

- writing briefings and reports for municipal audiences
- maximizing conciseness on three levels
- using language to connect and persuade
- using active voice and other strong verbs
- structuring sentences for clarity
- improving email writing

Module 3: Editing, Review and Peer Review

- learning the principles of editing
- understanding how editing, rethinking, and proofreading differ and tips for doing all three
- discovering how to edit, rethink, and proof documents faster with better results
- learning the importance of, skills required for, and etiquette of peer review
- collaborating in a live exercise analyzing and revising a sample document

Module 2: How to Draft More Efficiently

- writing more efficiently (cut your time by 30-50%)
- delivering clear, focused messages based on strong analysis with good supporting information
- understanding and avoiding the pitfalls common to most business writing
- organizing documents for readability
- using clear design and layout
- writing strong, persuasive explanations of issues and policy
- explaining complex issues and decisions to ordinary readers

Optional Personalized Feedback

After you have had time to implement the learnings from the workshop, participants may submit 4-6 samples of personal writing for individual analysis. Wordsmith will provide constructive, practical written feedback, and discuss the feedback through a short one-on-one meeting.

This service is available at an additional cost of \$250 and can be ordered before or after the workshop.

Dates of training

September 7, 2023 9:00 a.m. – 12:30 p.m.
September 14, 2023 9:00 a.m. – 12:00 p.m.
September 21, 2023 9:00 a.m. – 12:00 p.m.

How to register

Only 30 spots available. Sign up at lgaa.ab.ca/events! Email questions to info@lgaa.ab.ca.

Cost

LGAA members \$375 + GST
Non-members \$500 + GST

Buy a membership and you can save \$225 on this event. [Learn more...](#)