

Course title: E - 20 Plain Language

Duration: 1 Day

Maximum Number of participants: 16

Course Objectives:

The success of this course will increase your knowledge and your ability to:

- Clarify the characteristics of your various audiences and adapt your language to them;
- Organize yourself according to the needs and expectations of your audiences;
- Write your documents according to specific guidelines related to plain language;
- Simplify the use of nouns, verbs and pronouns;
- Avoid jargon (legal, technical, foreign, etc.);
- Express yourself on only one topic at a time;
- Use examples and illustrations;
- Decrease anxieties related to the efforts of simplification of your writing and the time spent on effective communications.

Course Content:

The participants are exposed to the following:

1. Characteristics, requirements and rules of plain language;
2. Justification for the use of plain language;
3. Pitfalls to avoid;
4. From thoughts to words and clear messages;
5. Relating to audiences, their expectations and their needs;
6. Contextual links with effective communication;
7. Writing for the WEB (optional – if time permits).

Target Population:

People in a position to draw benefits from the use of plain language. Writers, reviewers, communications agents, managers at all levels and every person wishing to improve their written communications.

Methodology:

Our experiential learning approach ensures that each activity builds on the knowledge and skills acquired and used beyond the classroom. Individual and group work, targeted practical exercises and focused discussions support the development of self-confidence towards continuous improvement in the area of simple language.

Expected Results:

Participants develop skills related to the use of simple language and the self-confidence that will help them focus their future efforts towards their personal development.