

# Get to the Point

## Writing for impact in the public sector



We all know the importance of documents that 'get to the point'. But how do we do that without wasting time on endless drafts?

This half day workshop uses conceptual framework for clear and concise professional writing that will help you craft strong, targeted messages for your readers.

### You will benefit from this workshop by:

- recognising the thinking processes that precede writing
- discovering key distinctions about your readers and understanding how those distinctions impact on your structural choices
- gaining useful techniques for writing documents for decision makers
- cutting down the time you take to produce a first draft
- writing clearly and objectively no matter how complicated or technical your content
- learning the craft of clever story telling

### Your presenter



Jen Bladon-Clark is a skilled trainer, lecturer, coach, consultant and wordsmith. Jen crafts documents to exacting standards of clarity and impact and empowers others to do the same.

Jen draws on 15 years communication consulting and in-house experience with a variety of organisations, including McKinsey & Company. She is now a senior consultant at Scaffidi Hugh-Jones, where she writes and edits major reports, facilitates workshops, and provides coaching and training for senior staff in the public and private sectors. She also lectures in the post-graduate public relations program at RMIT University.



Date: Tuesday 24 July 2012  
Thursday 6 September 2012

Time: 9.30am – 2.00pm  
(includes lunch)

Venue: Stamford Plaza Hotel  
111 Little Collins Street  
Melbourne 3000

Pricing: \$460.00 Personal member  
\$570.00 Corporate member  
\$680.00 Non member

### Previous workshop participants have said ...

*Jen articulated a number of key theories and explained differing styles of writing 'narrative' vs 'logic' that if used correctly when crafting a document will achieve significant buy-in from your audience and stakeholders. A valuable tool in the writing kit-bag.*

Amber Hazel-Panay, Department of Justice

*Excellent thought provoking workshop, providing many useful and practical tips which can be implemented immediately. Great short course for any person wishing to improve the key messages of their reports and briefs and ensuring their readers are engaged. Thoroughly recommend it.*

Lisa Giucastro, Department of Primary Industries



## Professional Development

For more information contact IPAA at [profdev@vic.ipaa.org.au](mailto:profdev@vic.ipaa.org.au) or call 03 9653 2000