

PHILIP VASSALLO, ED.D.

WRITING MANAGEMENT, DESIGN, INSTRUCTION, AND ASSESSMENT

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Advanced Writing Skills for Experienced Professionals

Audience	Professional and technical staff who write a broad range of documents for clients, constituents, and other stakeholders.
Duration	Two days
Description	Writing is never easy if your job responsibilities include frequent reporting about complex issues for a variety of readers. Grammar rules and stylistic preferences regularly change, yet most workplace writers haven't thought about grammar and usage standards since they were in school. This advanced course exposes experienced writers to information that may contradict some of the hard and fast rules they learned as students.
Scope	<ul style="list-style-type: none">• Clarify the differences between academic and workplace writing• Identify English grammar and usage rules that have changed over time• Build documents based on principles of visual design• Cite stylistic problems that compromise clear writing• Revise texts based on timeless principles of focused writing• Edit with an industry-specific style guide and an in-house style sheet• Use a variety of rhetorical techniques to help readers hear the writer's voice
Format	This course can be delivered in a paper or computer-assisted format.
Materials	<ul style="list-style-type: none">• <i>Advanced Writing Skills for Experienced Professionals</i> course manual• <i>The Art of On-the-Job Writing</i> by Philip Vassallo
Enrollment	Limited to 12 participants
Consultant	Philip Vassallo, Ed.D.
Assessment	Pre-course customized <i>4S Writing</i> assessments of participant-submitted samples (add one-half consulting day)