

PHILIP VASSALLO, ED.D.

WRITING MANAGEMENT, DESIGN, INSTRUCTION, AND ASSESSMENT

E-MAIL: PHIL@PHILVASSALLO.COM ♦ OFFICE: 1-732-721-7577 ♦ MOBILE: 1-732-718-3361 ♦ FAX: 1-732-727-7491

WEBSITE: WWW.PHILVASSALLO.COM ♦ BLOG: WORDSONTHELINE.BLOGSPOT.COM

TWEETS: WWW.TWITTER.COM/PHILVASSALLO ♦ REVIEWS: WWW.LINKEDIN.COM/IN/PHILVASSALLO

Writing in Plain Language

- Audience** Professional and technical staff who write a broad range of documents for clients, constituents, and other stakeholders.
- Duration** Two days
- Description** This workshop will provide you with the tools to write plainly while maintaining a level of professionalism reflective of your position and business. You will have opportunities to practice the course principles through writing, revising, and editing activities. Bring to the workshop a work-related writing sample of your choice to review it based on Plain Language principles. After the workshop, you will be able to create your own easy-to-read plain language documents.
- Scope**
- Determine the appropriateness of language for your audience.
 - Organize ideas effectively.
 - Use visual design to reinforce the content.
 - Edit sentences for fluency.
 - Use active voice and passive voice effectively.
 - Translate jargon and legalese into short, common words.
 - Employ techniques to reduce verbiage and highlight key ideas.
- Format** This course can be delivered in a paper or computer-assisted format.
- Materials**
- *Writing in Plain Language* course manual
 - *The Art of On-the-Job Writing* by Philip Vassallo
- Enrollment** Limited to 12 participants
- Consultant** Philip Vassallo, Ed.D.
- Assessment** Pre-course customized *4S Writing* assessments of participant-submitted samples (add one-half consulting day)