

Persuading and Influencing through Writing **One Day Workshop**

Writing can be an enormously powerful tool in influencing others. If you need to use writing to change people's ideas, beliefs, motivations and behaviours, 'Persuading and Influencing through Writing' is the workshop for you.

OBJECTIVES

Persuading and Influencing through Writing is a one-day workshop that provides a sound basis for developing high level writing skills. This workshop is particularly valuable for those people who need to achieve changed outcomes through written submissions and proposals; prepare effective promotional material including brochures and press releases; and write inspirational and motivational pieces.

OVERVIEW

Participants will learn:

- How to immediately engage the interest of the audience
- How to effectively develop and target the story you have to tell
- Radically different strategies than can be employed to tell your story
- Effective writing techniques
- Six key tips for developing persuasive writing

WORKSHOP TIMETABLE

The workshop is run over one full day.

First we look at the audience at which your writing is directed. This is a key step if your writing is to succeed. We then examine the story that you're going to tell - its worth, characteristics and key points.

After morning tea participants learn how to establish a strong connection with the reader, and then in the next session we look at a wide range of strategies that can be employed to communicate your content.

In the afternoon participants cover effective writing techniques, before we finish with six key attributes of persuasive writing that works.

This is a hands-on, interactive workshop with practical and relevant content.

Schedule

9:00am	Welcome
9.05am	Session 1 – Defining the audience <ul style="list-style-type: none"> - Why define audiences? - Know your audience - Developing content through the eyes of the audience - Pressing audience buttons
9.45am	Session 2 – Developing the story <ul style="list-style-type: none"> - Why is the story worth telling? (Or: is the story worth telling?!) <ul style="list-style-type: none"> - How the audience defines the story - Use of spin - Deciding on the key points to communicate
10:30am	<i>Morning Tea (20 Minutes)</i>
10.50am	Session 3 – Creating a Connection <ul style="list-style-type: none"> - Emotional engagement - Avoiding turn-offs - Visuals, layout, design - Written structure
12.40am	<i>Lunch (50 minutes)</i>
1.30pm	Session 4 – Different Strategies <ul style="list-style-type: none"> - Formal, straightforward, clear - Personal, emotional, flow of consciousness - Structured, unambiguous, strongly built argument - Analogies, parallels, mythical places
3.00pm	<i>Afternoon Tea (15 minutes)</i>
3.15pm	Session 5 - Writing Techniques <ul style="list-style-type: none"> - Before you begin writing - Pacing your writing - Avoiding jumps in context and concepts - Style, warmth, formality - Plain English
4.15pm	Session 6 - Summary Key attributes of persuasive writing that works

4.30pm

Finish

LOGISTICS

Please arrive 15 minutes before the commencement of the workshop to allow for registration. Lunch and morning/afternoon tea are provided free of charge. If you have any special dietary requirements please let us know when you book your place.

TRAINER

Julian Edgar has worked as a columnist, journalist, national print magazine editor and web editor. He has produced the text and photos for hundreds of Web and print magazine articles sold around the world, and is a published technical book author. He has worked in both Public Service and commercial roles.

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