



## AMCTO's Corporate Training

# Effective Business Writing for Municipalities

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### 1-Day Workshop

This incisive and valuable workshop is designed to give participants practical tools to make their reports, memos, letters and e-mails more effective in communicating content in a cogent, yet politically-sensitive manner. The session will teach basic and essential principles of good communication as well as how to use these principles to craft clear, concise, and compelling documents. Further help will be provided participants by the highlighting of common pitfalls encountered in municipal writing such as long-windedness, repetitiveness, and convoluted, confusing, repetitious, or bureaucratic language.

Participants will have an opportunity to practise techniques for clarifying and simplifying language. This session will leave all participants with a clearer notion of effective professional writing as well as a greater confidence in the drafting of their respective communications.

### **What You Will Learn:**

- How to ensure that your key message will not be ignored or overlooked
- How to edit your writing to make your documents clearer and more concise
- How to avoid common mistakes in writing that undermine credibility and professionalism
- How to get the most from your computer's built-in language tools
- How to make effective use of report templates