



AUSTRALIAN PUBLISHERS ASSOCIATION

*professional development*

## Essential Writing Skills: Creating Solid Foundations

Tuesday 26 February 2008 from 9.30 a.m. to 12.30 p.m.

National Library of Australia, Canberra

Learn the secrets of effective writing in this lively and practical half day workshop. If you suffer from writers' block and continually find yourself chasing deadlines, attendance is a must. With a focus on understanding your audience, being clear about the document's purpose, and planning your first draft, you will refresh your knowledge of how to structure a document for maximum impact.

### Special offer:

Individual mentoring is available if you also do the Writing for the Internet workshop held in the afternoon of the same day.

As a participant, you will be offered a 15 minute email consultation with Patricia to discuss any questions or issues you come across back in your workplace during the fortnight following the workshops.

### Presenter

#### **Patricia Hoyle, freelance editor and training consultant**

Based in Sydney, Patricia is a freelance writer and editor with 14 years' experience writing and editing for the government and private sectors. She has a Bachelor of Arts (Professional Writing) from the University of Canberra where she majored in journalism, creative writing and photography.

### By the end of the workshop you will be able to:

- Analyse your audience
- Outline the purpose of your document
- Identify techniques to overcome writers' block
- Create a mind map for your document
- Prepare an outline using your mind map
- Identify efficient writing practices to meet deadlines
- Structure a document logically and coherently
- Write a first draft.

### Pre course preparation

During the workshop you will have the choice of working on your own project, or completing an exercise supplied by the presenter. You may find these exercises easier if you bring a laptop computer with you. If you wish to work on your own project, please also bring any relevant documents.

**The more you put into this exercise the more you will get out of the workshop.**

### Participants' feedback from workshops held in 2007 at the National Library of Australia

“Patricia was very approachable and her love of language and its correct use shone through.”

“A fantastic presentation and workshop that covered a huge range of issues in a non-confusing way.”

### Catering:

Morning refreshments will be provided

### Cost:

\$180 APA members;  
Society of Editors members [please provide proof of Society membership]  
Society of Authors members [please provide proof of Society membership]

\$220 Non-members

### Further information:

If you have any questions about the workshop, or post workshop assessment, please contact Dee Read, Industry Professional Development Manager, at the Australian Publishers Association Tel: 02 9281 9788

### To Register:

Fill in the registration form at <http://www.publishers.asn.au/training.cfm>

and fax FAO Dee Read to 02 9281 1073

or email to [dee.read@publishers.asn.au](mailto:dee.read@publishers.asn.au)