



AUSTRALIAN PUBLISHERS ASSOCIATION

professional development

with

Concise **Writing** Consultancy
Communicating for results

Essential Writing and Editing Skills: Creating Clarity; Getting it Right

**A one-day interactive workshop in Sydney
Wednesday, 2 June 2010**

This information-packed and fun one-day workshop will give you practical tools to make your writing easier to read, present a more professional image and get the results you want. You'll also discover the key to managing your writing time more efficiently and learn the answers to common grammar questions.

At the end of this workshop you will be able to:

- define the tasks of writing, editing and proofreading
- use efficient techniques to overcome writers' block and meet deadlines
- identify the differences between structural and copy editing
- correctly use commas, colons, capital letters, quotation marks, italics, hyphens and dashes
- identify and correct common grammatical errors, including use of apostrophes, adverbs and adjectives, subject and object
- identify and correct commonly misused words
- appropriately and correctly use active and passive voice
- identify and revise inappropriate tone
- correctly structure paragraphs and lists
- edit wordy text for clarity and conciseness to suit a particular audience
- identify commonly used proofreading symbols
- create a style sheet and mark up a document using standard proofreading symbols
- use appropriate references to comply with contemporary Australian and International style.

'The variety of activities and great use of group work meant I never felt tired, overloaded or lost in the subject matter.'

Participant, 2008 workshop

Essential Writing and Editing Skills
Wednesday, 2 June 2010, 9.30 a.m. to 4.30 p.m.
Copyright Agency Limited (room: Sydney South)
Level 15, 233 Castlereagh Street,
Sydney

\$395 for APA members [Also Galley Club, Society of Editors and Society of Authors' members with proof of membership.]

\$460 for non-members

Morning and afternoon refreshments and a light lunch are included in the fee.

Two easy ways to register:

- Download a registration form at www.publishers.asn.au
- For more information email Dee Read, Industry Professional Development & Training Manager, Australian Publishers Association, at dee.read@publishers.asn.au



Your presenter Patricia Hoyle
BA (Professional Writing), TESOL

Patricia is a popular presenter with over 25 years of experience developing and presenting workshops to the government and private sectors. Director of Concise Writing Consultancy, she writes and edits corporate and government documents including reports, websites, brochures, booklets, policies and procedures and technical reports. She has also worked as a freelance non-fiction book editor for ABC Books and Sally Milner Publishing.

More praise for past workshops

'I loved the course and [Patricia's] teaching methods. The material was presented in a clear, easy-to-understand-and-follow manner – it was well-organised and easy to listen to. I have to admit that [Patricia's] teaching methods stimulated my interest in a subject I really don't like very much (English grammar).'

John Fejsa, Applications Development,
Hunter New England Population Health,
September 2009

'Patricia is a very engaging and professional presenter. She was approachable and friendly. The content was concise, thorough and relevant and there was a good amount of time allowed for comment. It was lots of fun and I didn't get bored at all!'

Participant, National Library of Australia
workshop, July 2009