



Local Government Administration Association  
Strength Through Networking

# Effective Writing for Briefings and Email

Three half-day virtual workshops. 9+ hours of interactive practical training.

## Practical training in writing for municipal administration

Municipal administrative staff are constantly producing a complex range of documents from emails to briefing notes to reports and public notices. The complexity grows when each document has a unique audience such as your manager, supporting staff, council, local media, or residents. This three-part virtual workshop by Wordsmith Associates offers core tools for you to write in an effective, clear way, using real examples of municipal documents.

## About this training

This virtual workshop series will provide you 9.5 hours of training where you will:

- look at many types of writing and how to adapt to different audiences
- enjoy a team-teaching approach with two instructors and a lively pace
- participate in exercises, discussion, before-and-after examples, visual content, and breakout rooms
- receive a roughly 80-page reference manual



## About Wordsmith

Wordsmith has been working with business, financial, and legal writers since 1980. They [train](#) writers, [edit](#) documents, and help organizations [improve](#) their processes for writing and reviewing documents.



**wordsmith associates**  
communications consultants inc.

## Decades of experience with local government writing

Wordsmith is based in Alberta and has worked with thousands of municipal writers across Canada. They have experience with documents to council, public works, legal departments, community outreach, communications, internal briefings, and technical reports. Here is what other municipal staff have said about the course:

- “This is some of the best training I’ve taken. It’s certainly the best writing training, but actually in any category.”
- “I did not expect this to be as practical and applicable as it was. This approach changes how productive I can be in a day and how clear our team can be with directives and guidelines.”
- “I am so much better equipped as a writer, and I feel more skilled to review documents written by my staff.”
- “I often agonize over documents and emails I’m working on. This course will truly save me time and make it possible to produce much clearer documents.”

## Workshop content

### Module 1: Core Plain-Language Tools

- writing to meet the needs of different audiences
- maximizing conciseness on three levels
- using language to connect and persuade
- using active voice and other strong verbs
- structuring sentences for clarity
- improving email writing

### Module 3: Editing, Review and Peer Review

- learning the principles of editing
- understanding how editing, rethinking, and proofreading differ and tips for doing all three
- discovering how to edit, rethink, and proof documents faster with better results
- learning the importance of, skills required for, and etiquette of peer review
- collaborating in a live exercise analyzing and revising a sample document

### Module 2: How to Draft More Efficiently

- writing more efficiently (writers often tell us they cut their drafting time by 30-50%)
- delivering clear, focused messages based on strong analysis with good supporting information
- understanding and avoiding the pitfalls common to most business writing
- organizing documents for readability
- using clear design and layout

### Optional Personalized Feedback

After you have had time to implement the learnings from the workshop, participants may submit 4-6 samples of personal writing for individual analysis. Wordsmith will provide constructive, practical written feedback, and discuss the feedback through a short one-on-one meeting.

This service is available at an additional cost of \$250 and can be ordered before or after the workshop.

## Dates of training

May 12, 2022 8:30 a.m. – 12:00 p.m.  
May 19, 2022 9:00 a.m. – 12:00 p.m.  
May 26, 2022 9:00 a.m. – 12:00 p.m.

## Cost

LGAA members \$350 + GST  
Non-members \$500 + GST

Not yet a member? Sign up at [lgaa.ab.ca](http://lgaa.ab.ca).

## How to register

**Only 30 spots available. Sign up early at [lgaa.ab.ca/events](http://lgaa.ab.ca/events)!**

Questions? Email us at [info@lgaa.ab.ca](mailto:info@lgaa.ab.ca).