



Editor Group

Make every word count

Writing Training

Build up your writing skills with our wide range of courses, workshops and coaching options.



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Business Writing and Proofreading Courses

Don't let words fail you. We have a range of writing and proofreading courses to suit everyone who writes at work, whether emails, letters, speeches or high-level marketing copy.

Good writing makes for good business. It eliminates errors, improves clarity, saves editing time and is more persuasive. So it makes sense to upgrade your writing skills through our courses.

They are taught by highly experienced trainers, and we're a writing training partner to the Public Relations Institute of Australia in NSW. We train at our excellent facilities in Sydney, and travel worldwide.

All our courses are available on an exclusive group booking basis. Many are also held regularly on a public basis. The fees for all our courses are on the back of this brochure.

Mastering the Basics

COURSE	LENGTH	WHO SHOULD COME	WHAT YOU WILL LEARN
Writing 1: Effective Writing for Everyone The basics of good business writing, from grammar to plain English and logical structure.	1 and 2-day versions	Anyone who writes at work and wants a solid grounding in how to structure strong sentences and effective documents.	Punctuation and grammar. Spelling. Clear writing. Organising content. Using writer's tools.
Proofreading: How to Eliminate Errors Everything you need to know to produce error-free documents.	Half-day and full-day versions	Those who edit copy, for themselves or others.	Punctuation, grammar and spelling. Editing for clarity and structure. Principles of proofreading. Proofreading marks.
Grammar Made Easy Quick and painless way to master the tricky bits of grammar and punctuation.	2 hours	People who want to improve their grammar and punctuation.	How to polish your copy and avoid embarrassing errors through understanding the nuts and bolts.

Writing to Educate, Persuade and Motivate

COURSE	LENGTH	WHO SHOULD COME	WHAT YOU WILL LEARN
Writing 2: Powerful Writing for Professionals How to write clearly, concisely and persuasively.	1 day	Marketing, PR and communications specialists. Managers, accountants, lawyers and other professionals.	Grammar and punctuation. Clear writing. Persuasive writing. Beating writer's block.
Writing 3: Inspiring Writing for Leaders How to use metaphor, rhythm and other literary devices to persuade, motivate and inspire.	1 day	Advanced writers and senior executives.	Clear and persuasive writing. Inspiring and motivational writing. How to be creative. Beating writer's block.
Write Like Obama® Barack Obama's meteoric rise to President was largely through his powerful use of words. This course analyses the battery of writing skills behind his great speeches and books.	Half-day	Advanced writers and senior executives.	The seven pillars of great writing, as seen in the speeches and books of Barack Obama.

Specialised Courses

COURSE	LENGTH	WHO SHOULD COME	WHAT YOU WILL LEARN
Internal Communications: Writing to Inform and Engage The writing skills and strategies needed to motivate and inspire employees.	1 day	Internal communications managers, consultants and professionals. Anyone who writes employee communications.	What employees really need to hear. Writing to internal brand. Using storytelling to engage. Matching messages to media. Fine-tuning tactics.
Web Content that Works Get up-to-date with the latest online writing techniques.	1 day	Those who prepare or are responsible for website, intranet or online marketing copy.	Web writing techniques. Online visitor behaviour. Search engine optimisation. Engaging e-newsletters. Business blogging.

Writing Workshops and Coaching

If you have highly specific writing skill needs, we can work with you to build workshops or coaching programs tailor-made for your requirements. These include intensive exercises based on your own documents.



“Write Like Obama gives a fascinating insight into President Obama’s writing skills and how they can be employed in the workplace to write more persuasively and engagingly. The exercise in which teams analysed his speeches in terms of the seven principles of great writing was a real eye-opener for many of us.”

Frank Tonkin, Department of Innovation, Industry, Science and Research, Canberra

Hands-on Workshops

Whether you want to write to brand, turn complex technology into interesting reading or learn how to use the power of corporate storytelling, our workshops will show your team how to generate exciting copy. The workshops use a combination of teaching, exercises and facilitated discussions to get everyone involved. Here are two examples:

Brand New Words

Learn how you can bring your organisation’s brand to life with vivid writing. Logos and brand personalities are vital, but brands need voices as well.

Corporate Storytelling

These workshops show you how the ancient power of narrative can be harnessed to inform, convince and motivate, at all levels of an organisation.

Coaching

If you want to build your confidence, concentrate on particular areas that need strengthening, or simply get the benefits of a trainer devoting full attention to you, our one-on-one writing coaching could be the perfect choice for you.

A personal coaching program offers privacy, flexibility and the ability to concentrate on your specific writing needs. We structure it to suit you; it could be anything from a full day to a series of two-hour sessions.

Save Money with Video Training

Wherever you are in the world, you can beat the tyranny of distance by using videoconferencing technology to bring our trainers to you without the expense of travel fees. Use your own system, or one we have organised for you, to give your staff all the benefits of classroom training.



Tony Spencer-Smith (inset) trains Austrade staffers in Moscow from Sydney using videoconferencing facilities

“We wanted a customised writing workshop that combined key general business writing skills with storytelling techniques to help us in our role of spreading knowledge effectively around the firm. The course was beautifully tailored to this. It was very practical and hands-on and fantastic examples were used.”

Nicole Mack, PricewaterhouseCoopers

Expert Trainers



1.



2.



3.



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5.

1. Tony Spencer-Smith
Training Director
2. Grant Butler
Managing Director
3. Megan Sheerin
Internal communications
4. Libby Varcoe
Web content
5. Frank Chamberlin
Melbourne

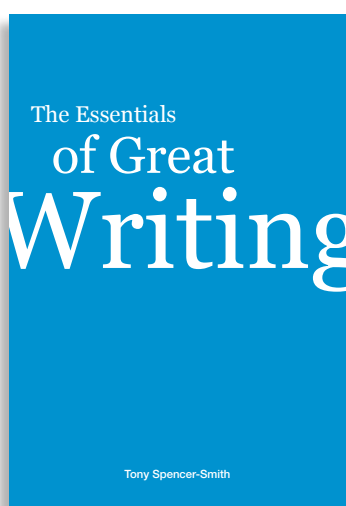
Course Fees

PUBLIC COURSES	Per person (incl. GST)
Proofreading: How to Eliminate Errors (full day)	\$550
Web Content that Works (full day)	\$550
Write Like Obama (half day)	\$330
Writing 1: Effective Writing for Everyone (2 days)	\$880
Writing 2: Powerful Writing for Professionals (full day)	\$550

Book online at www.editorgroup.com

GROUP COURSES	Class size	Fee (incl. GST)
Grammar Made Easy (2 hours)	10	\$880
Internal Communications: Writing to Inform and Engage (full day)	12	\$5,500
Proofreading: How to Eliminate Errors (full day)	10	\$4,400
Proofreading: How to Eliminate Errors (half day)	10	\$2,750
Web Content that Works (full day)	15	\$5,500
Write Like Obama (half day)	12	\$3,300
Writing 1: Effective Writing for Everyone (two days)	12	\$6,600
Writing 1: Effective Writing for Everyone (full day)	12	\$4,400
Writing 2: Powerful Writing for Professionals (full day)	10	\$4,400
Writing 3: Inspiring Writing for Leaders (full day)	8	\$5,500

Contact us to book a course on 02 8912 9500 or training@editorgroup.com



Receive a complimentary copy of our book with most courses.

“Our marketing and communications team gave universally positive feedback to Powerful Writing for Professionals. The course fully met our training objectives. It was well paced, engaging and relevant, and the group writing exercises were particularly useful.”

Charles Ulm, Guide Dogs NSW/ACT

www.editorgroup.com

Customisation to Suit Your Needs

Whether you book a group course, a workshop or coaching, we can customise the material to focus on your specific writing needs. Just contact us to discuss your training requirements for your team, and we will provide you with a prompt proposal.

About Editor Group

Editor Group is a specialist corporate editorial services and training firm based in Sydney. The company was founded by Grant Butler, a former senior journalist with *The Australian Financial Review*. Since 1998, we have been helping clients grow sales, build brands, reach investors and enhance reputations. In addition to writing and media training, we write, edit and proofread for a wide range of corporations and government departments. We pride ourselves on being well informed, easy to work with and value for money.

Clients

Editor Group has given writing training to people from many organisations including:

- AMP
- Austrade
- Australia Post
- Blake Dawson
- Commonwealth Bank
- Department of Defence
- Department of Innovation, Industry, Science and Research
- Eclipse Group
- Gilbert + Tobin
- IAG
- IBM
- Landcom
- Macquarie Bank
- Merrill Lynch
- Microsoft
- Optus
- Ogilvy PR
- Porter Novelli
- PricewaterhouseCoopers
- Royal Institute for Deaf and Blind Children
- Wesley Mission

Contact Us

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