



Royal Institute for Deaf and Blind Children

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How Editor Group's writing training helped our organisation

The Royal Institute for Deaf and Blind Children (RIDBC) is involved in many aspects of sensory impairment, from research and professional training to early intervention and high school support. We have a variety of audiences, numerous publications and an endless array of writing needs.

Expressing what we do clearly, concisely and effectively, lies at the heart of whether our press releases will be picked up, our grant proposals acted upon, our newsletter stories have impact and our fundraising initiatives bear fruit.

We at RIDBC saw the courses offered by the Editor Group as being a vital step in equipping our staff to better communicate with the wider community and specific audiences. We were not disappointed.

We enrolled in two separate courses: Powerful Writing for Professionals, for those whose role requires them to write regularly; and Effective Writing for Everyone, for those whose writing is an occasional need.

The feedback I have personally received has been outstanding. RIDBC is a big believer in continual professional education and as such, RIDBC staff members attend many conferences, seminars and training days. I have never seen so much excitement generated from one course!

All the staff members who attended Editor Group's courses were eager to apply what they learnt – and with some great immediate results! This gave wonderful reinforcement of the power of good writing as well as a great sense of accomplishment.

Importantly, those who had previously struggled with their writing, found the structure of the course – and Tony Spencer-Smith's instruction – created an understanding they had hitherto lacked and a confidence they never expected to have. Furthermore, the course gave our staff a true sense of community and team spirit.

Many of the participants have expressed a desire to do further courses with the Editor Group and, at the very least, do a follow-up to the two recent courses. This is something we will most definitely do.

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