

# Better Business Communications Series

## Power Writing Today

### ...advanced techniques to engage your audience

#### Why take this workshop?

If you or your employees need your writing to make an impact with today's audiences, then you can't write to 20<sup>th</sup>-Century standards.

Three factors have changed 21<sup>st</sup>-Century writing:

- we are inundated with a flood of written material, especially on the Internet
- because of this flood, we read differently (more "grab & go")
- the communication envelope has been pushed in all media

Today's most effective communicators need to go beyond what they learned in English class, beyond the old standards of Strunk & White's *Elements of Style*.



#### What will participants gain from this workshop?

Participants will get results from the **Power Writing Today** workshop by being guided to:

- assess their current writing skills & style
- learn the many ways audiences are changing
- grab & hold today's various audiences
- freshen their word repertoire
- punch up their diction
- create distinctive personality in their writing
- intensify their rhetoric
- employ effectual tropes
- invent impactful neologisms
- write for new formats
- make their ideas stick

#### How is the workshop conducted?

**Power Writing Today** is a hands-on, interactive workshop where participants learn by doing. This is a one-day workshop. Each workshop is limited to 15 participants.

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#### Where are the workshops offered?

The Miller Campus of Salt Lake Community College, in the computer lab. Workshops can also be customized for your organization and conducted at your location. For more information, call Susana Chaffos at 957-3457.

#### How do I enroll?

Fill out the form at [www.slcc.edu/mbrc/calendarofevents.asp](http://www.slcc.edu/mbrc/calendarofevents.asp) or contact Student Services at 957-5200.

#### How much does it cost?

Tuition for the **Power Writing Today** workshops is \$119.00. Volume discounts and funding partnerships may be available. For more information on discounts and partnerships, call Susana Chaffos at 957-3457.

#### Who teaches this workshop?

**Power Writing Today** workshops are led by Greg Larson who has taught writing skills to hundreds of individuals from dozens of organizations. Greg is an internationally published author who also teaches Business Communication at Salt Lake Community College and Neumont University.

