



# Writing member-centric communications

*Refresh, revitalise and rejuvenate your writing*

Getting members to pay attention to what you write can be challenging.

This 90-minute on-line training course will help you overcome this. It will highlight how to improve written communications using a variety of practical approaches.

## Delegates will learn:

- What will make your communication attract attention and get noticed
- How to write communications that keep the member's interest
- What to do: How to create a positive tone and what writing style to use
- What not to do: The words and phrases to avoid
- The structured approach to writing used by journalists
- Other writing tips
- The free tools available to self-evaluate what you have written.

