

Minnesota Association of



Government COMMUNICATORS

MAGC invites you to join us for a professional development writing workshop series and networking with colleagues.

“Techniques for Excellent Writing”

Dr. Stephen Wilbers will provide a fast-paced, lively, and entertaining review of the principles of effective business writing. Three writing workshop sessions are planned. You can choose to attend one, two or all three.

You will learn to:

- Plan, organize, and review your writing according to five elements of composition
- Choose a writing style appropriate to your audience
- Overcome writer’s block
- Write clear, concise sentences
- Eliminate wordiness and worn-out business jargon
- Avoid the three most common business writing errors
- Write three-step memos in a hurry
- Design an effective e-mail message
- Use a five-part formula for effective customer relations letters
- Write engaging leads for newsletter articles
- Proofread effectively
- Apply three concepts of good communication to write with more confidence.

First Session – Wednesday, June 9, 2010

Second Session – Wednesday, July 14, 2010

Third Session – Wednesday, August 18, 2010

11 a.m. – 4 p.m.

Registration from 11 – 11:30 a.m.

Networking lunch from 11:30 a.m. – 12 p.m.

Sessions start at 12 p.m.

Golden Valley Country Club

7001 Golden Valley Road

Golden Valley, MN 55427

Cost

\$60 per session for MAGC members or all three sessions for \$150.

\$75 per session for non-members or \$195 for all three.

Non-members can renew or purchase a MAGC membership now for \$60 and attend the workshop at the member rate. As a MAGC member, you will receive reduced entry fees for all MAGC sponsored events including workshops, networking opportunities and the annual fall conference.

AGENDA

Session #1	Session #2	Session #3
Introduction	Writing Clearly <ul style="list-style-type: none"> - Editing for Emphasis: Five Techniques - Composing Paragraphs for Effect - Transitional Expressions 	Writing Clearly & Correctly <ul style="list-style-type: none"> - Working with Numbers - Puzzling Punctuation Problems - Punctuating <i>That</i> and <i>Which</i> Clauses
Writing Clearly & Correctly <ul style="list-style-type: none"> - Five Elements of Effective Writing - Writing Skills Assessment - Glossary of Grammatical Terms - Good Usage for Less Abuse 	Writing Correctly <ul style="list-style-type: none"> - Avoiding Three Common Errors - Sentences in Need of Revision - Putting Hyphens into Unit Modifiers - Connecting Dangling Modifiers 	Writing to the Audience <ul style="list-style-type: none"> - Avoiding Worn-Out Business Jargon - Openings in Need of a Human Voice - Tips for Writing Customer-Relations Letters - The Secret Ingredients of a Good PR Letter - Tips on Proofreading - Proofreading Checklist
Writing Concisely <ul style="list-style-type: none"> - Avoiding Fancy Words - Wordy Expressions - Simply Simplifying Sentences - Recipe for Bureaucrats - Muddling Your Message with Meaningless Modifiers - Fourteen Techniques of Concise Writing 	Writing for Results <ul style="list-style-type: none"> - Shunning Vogue Words - Expanding Your Analytical Vocabulary - How To Design an Effective E-Mail Message - Developing an Effective E-Mail Style 	Writing as a Process <ul style="list-style-type: none"> - Overcoming Writer's Block - Steps in the Process of Writing - Getting Started with an Outline - Tips to Improve Your Writing
Writing for Results <ul style="list-style-type: none"> - The 3-Step Memo - The Executive Summary - Characteristics of a Good Report 	Writing & Revising <ul style="list-style-type: none"> - Choose the Best Mark - A Sample of Not-So-Good Writing - The Watson Exercise - How to Cope with an Overly Zealous Editor - Writing Critiques 	Writing & Revising <ul style="list-style-type: none"> - Newsletter Articles: Checklist - Newsletters: Emulating Enticing Leads - Misconceptions about Editing - Writing Critiques
Writing & Revising <ul style="list-style-type: none"> - Principles of Constructive Criticism - Writing Critiques 		Writing Over Time <ul style="list-style-type: none"> - Techniques for Revising and Editing - The Five Elements of Style - Highlights of the Workshop - Writing Resources & Recommended Reading - Writing Plan

About the speaker

Stephen Wilbers is a writing consultant, syndicated columnist, and award-winning author. Since 1983 he has offered workshops and seminars to more than 10,000 business, technical, legal, academic, and creative writers. His syndicated column on effective writing appears in the *Minneapolis Star Tribune*, the *Orange County Register*, and other publications.

His Ph.D. dissertation, a history of the Iowa Writers' Workshop, was published by the University of Iowa Press. In addition, he has published two collections of his columns, *Writing for Business* (winner of a 1994 Minnesota Book Award) and *Writing by Wilbers*. His most recent book, *Keys to Great Writing*, has been described by reviewers as "a writing class in a book" that "breaks down general advice on what to do into practical steps on how to do it."

In addition to his on-site seminars, he teaches both written and oral communication at the University of Minnesota's Center for the Development of Technological Leadership, and for years he taught in the Carlson School of Management's M.B.A. program. In 1995 he was awarded an Outstanding Faculty Award by Hamline University's Public Administration Program.

Dr. Wilbers earned his B.A. at Vanderbilt University and his M.A. and Ph.D. at the University of Iowa. In 1985 he was a Visiting Fulbright Fellow at the University of Essex in Colchester, England. At the University of Minnesota he directed student academic support services in the College of Liberal Arts and served as Associate Director of the Program in Creative and Professional Writing.

For a variety of writing resources and exercises, visit his website at www.wilbers.com.

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Techniques for Excellent Writing - Registration

To register, email Sara Swenson (sswenson@dakotacda.state.mn.us) or call her at (651) 675-4434 and provide the following information. This form can also be faxed to (651) 675-4444 to Sara Swenson's attention.

Name: _____

Agency: _____

Email Address: _____

MAGC MEMBER/JOINING MAGC	COST
<input type="checkbox"/> Session #1: June 9, 2010	\$60
<input type="checkbox"/> Session #2: July 14, 2010	\$60
<input type="checkbox"/> Session #3: August 18, 2010	\$60
<input type="checkbox"/> ALL THREE SESSIONS	\$150
<input type="checkbox"/> MAGC Membership (through December 31, 2010)	\$60

NON-MEMBER	COST
<input type="checkbox"/> Session #1: June 9, 2010	\$75
<input type="checkbox"/> Session #2: July 14, 2010	\$75
<input type="checkbox"/> Session #3: August 18, 2010	\$75
<input type="checkbox"/> ALL THREE SESSIONS	\$195

PAYMENT TYPE (MAGC State Vendor #060958006-00)

- Pay at door
- Invoice PO# _____

Registrations for Session #1 are due by Friday, June 4, 2010.

Registrations for Session #2 are due by Friday, July 9, 2010.

Registrations for Session #3 are due by Friday, August 13, 2010.

Cancellations after registration deadlines and no-shows will be billed.