

# Clear and Effective Communication

*a custom writing workshop delivered in **YOUR** workplace*

**Effective communication is essential to your success.**

Learn how to engage and inform your readers – and achieve the results you want.

**Your workshop will include the following components, plus any specific topics identified during our pre-workshop consultations:**

- Strategies for getting started and overcoming writer's block
- Writing for your reader
- Writing structure
- Writing for various formats (e.g., marketing materials, websites, fundraising proposals, grant applications, newsletter articles)
- Grammar, punctuation and spelling
- Editing
- Writing exercises

Length: **Three hours**

Capacity: **Up to 12 participants**

Included: **Comprehensive resource book**

## Recent Testimonials

*"This is an excellent workshop that I would enthusiastically recommend for any workplace. The presentation was custom-made for our needs here at Guelph CHC and the employees who participated are really able to use what they learned. We just wouldn't be able to get this anywhere else. Also, the manual that accompanied the course is an excellent resource tool."*

**Nancy Mykitschak,**  
Programs and Services Manager, Guelph Community Health Centre

*Anne and Stacey are "dynamic and responsive to all questions/concerns. The exercises were very helpful. Things that once confused me were made very simple and easy to understand."*

**Natalie Barracles-Hall,**  
Programs and Services Administrative Assistant,  
Guelph Community Health Centre

## About the Presenters



**Stacey Curry Gunn** is the owner of Flow Public Relations & Marketing. She has a Master of Arts degree in journalism and has worked as a writer and editor for publications across Canada. Prior to opening her own firm, Stacey was employed in senior communications roles for government and the University of Guelph.

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**Anne Brett Hall** is an independent writer and editor with a variety of creative, business and technical writing experience. She has written website content, speeches for awards ceremonies, marketing material, workshops and a writing style guide. In addition to her writing and editing experience, Anne has a Bachelor of Applied Science degree in Environmental Health.

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*Get better results in less time!*