The world is overloaded with information, making it essential to communicate clearly and concisely and to convey messages effectively. Readers need to understand quickly the key points and structure of any piece of writing, from short emails to the most formal reports.

This course focused on strategies for making English writing and editing more direct, cohesive, and engaging. It was delivered for people with a solid grounding in English but whose work requires that they strengthen their skills in written communication.

The following topics were covered during this 3-day course:

- Establishing clarity
- Outlining and organizing the text
- Highlighting key messages
- Guiding the reader through sentences and paragraphs
- Editing yourself and others
- Targeting your audience
- Avoiding bureaucratic language
- Editorial style and consistency
- Formatting for the reader

**Lecturer:**

- Paul McClure, Ph.D., CEF Associate Fellow and Senior Communications Officer, World Bank Group

**Participants:**

In all, there were 20 participants from Armenia, Bosnia and Herzegovina, Croatia, Montenegro, Romania, Serbia, Slovenia and Turkey.
Evaluation:

Selected Participants’ Comments:

- This workshop was really helpful. The reason I think it was too short is that additional day or two would allow us to work out examples by ourselves because this was the part where I learned the most. But it was brilliant, so that is why I would also like to spend additional day at this workshop.
- I will actively use this knowledge while editing the annual reports and strategies of my organization.
- The lecturer is brilliant. Everybody in the region should have an opportunity to work with him. Knowledgeable and patient. He showed us the way how to write better and I hope that we will use this.