Written Communication
March 11 – March 15, 2013

Workshop Report

March 18, 2013
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 intended for people with a solid grounding in English but whose work requires that they strengthen their skills in written communication.

**Topics covered:**
- Outlining and organizing the text
- Highlighting key messages
- Guiding the reader with sentences and paragraphs
- Avoiding bureaucratic language
- Targeting your audience
- Telling stories, using case studies
- Editorial style and consistency
- Editing yourself and others
- Beyond reports: press releases and web writing
- Formatting for the reader

**Lecturer:**
- Paul McClure, Ph.D. Senior Communications Officer, World Bank Group, Visiting Expert, Center of Excellence in Finance

**Participants:**
There were 17 participants from Albania, Kosovo, Montenegro, Poland, Serbia, and Slovenia.
Evaluation:

Overall satisfaction with the course

No. of all responses: 16, Average mark: 4.93

The workshop addressed issues that are important to my work

No. of all responses: 17, Average mark: 4.65

Selected Participants' Comments:

- The knowledge acquired will surely benefit me in my further work
- Paul’s experience in presenting topics is an interesting way to keep the group’s attention at a very high level. Excellent mediation skills, good at explaining why some of our suggestions may not be appropriate.
- Compliments to the CEF team for perfect organization of the seminar.