



# Training Opportunity

## Get to the Point! Sharpening Your Technical Writing Skills

- When:** Four Half Days - Thursday, November 8, Tuesday November 13, Thursday, November 15, and Tuesday, November 20
- Time:** 8:00 a.m to 12:00 Noon
- Where:** RES Office 150 State Street (Room 313)
- Cost:** \$600 for RES individual members  
\$650 for non-members  
\$600 for RES Corporate Members (\$540 each if three or more.)  
Credit cards accepted - contact Lynne Irwin (see below)
- Presenter:** Lisa Moretto, President of RGI Learning  
Author of "Get to the Point" monthly article in RES Magazine

**This 16-hour course is similar to the content Lisa teaches during a full semester on a college campus. The format allows participants to practice the skills on real-life work situations and receive personal feedback.**

### Topics Covered:

- Organizing the shorter writing task, for letters and email
- Identifying and focusing the reader's attention on the main message
- Deciding the purpose of the message: to persuade or to inform
- Differentiating between "need to know" and "nice to know" information
- Creating a confident image by sharpening writing style
- Eliminating vague, ambiguous, and wordy expressions
- Writing clear, concise and complete documents
- Writing short reports: incident, progress, inspection, field trip, and project completion
- Arranging facts for maximum impact and logical order
- Incorporating information design techniques to create an attractive and easy to read document
- Understanding common grammar and punctuation problems
- Using numbers and abbreviations correctly
- Organizing the longer writing task
- Writing and organizing long reports, investigations, evaluations, and recommendations
- Writing reports for multiple-audiences with different levels of subject knowledge
- Planning and writing informal and semiformal proposals
- Writing an Executive Summary
- Using e-mail effectively and professionally - "Netiquette" techniques

Lisa has been presenting to engineers for 19 years. She is a member of the IEEE and the STC. She and has co-authored 6 college-level textbooks on technical communication. Lisa is a frequent invited conference presenter to technical societies. She presents courses to engineers throughout the US and Canada and is an Adjunct Professor at RIT.

Call or email Lynne Irwin at **585-254-2350** ([res@frontiernet.net](mailto:res@frontiernet.net)) to register. Space is **limited to 25** participants.