

Chair: Jane Griesdorf, M.A. The Writing Consultants

Wednesday, January 11, 2017 9:00 a.m. – 12:00 p.m. Total CPD Hours = 3 h Professionalism P

> LIVE WEBCAST ONLY Toronto, ON

SKU CLE17-00103

Agenda

9:00 a.m. – 9:05 a.m. Welcome and Opening Remarks

9:05 a.m. – 10:25 a.m. PART I Think Like an Editor: Some Inspiring Quotations

What Do Readers Want? An Editor's Checklist

• Know Your Readers' Needs

Edit for Plain Language

- Reduce Fog
- Understand the Readability Index

Edit for the Active Voice: Don't Be Passive Aggressive!

- Exercise
- Avoid Nominalizations
- Editing Exercises

Check Tabulated Lists

- At the Sentence Level: Check for Parallel Structure
- Exercise

10:25 a.m. – 10:40 a.m.	Coffee and Networking Break
10:40 a.m. – 11:15 a.m.	PART II Clear Thinking ——> Clear Writing
	Use a Visualization ToolWrite from a Cluster Outline
	 Editor's Checklist: Write a Clear Overview Understand the Value of Point-First Writing Checklist for Point-First Focus: Avoid Hidden Focus Include the Reasoning Keep the Sentence Core Together Examples Write Emphatic Sentences Consider Sentence Pattern Give Your Writing Linkage and Flow
11:15 a.m. – 11:45 a.m.	PART III Break Some Rules
	Use Resumptive and Summative Modifiers
	Grammar Quiz
11:45 a.m. – 12:00 p.m.	Question and Answer
12:00 p.m.	Program Ends