



LGMA
LOCAL GOVERNMENT
MANAGEMENT ASSOCIATION
OF BRITISH COLUMBIA

Writing Effectively Online Course

MAY 6-30, 2019

This interactive online course has been developed for local government professionals who need to write, edit and submit reports and emails.

Do you want to improve your written communications skills? In today's world of information overload, it's vital to communicate clearly, concisely and effectively. The better your writing skills are, the better the impression you will make and the more successful you will be in ensuring your advice and ideas get noticed, assessed and implemented. Improve your writing skills, avoid common pitfalls and fix those pesky grammatical mistakes with this online course offered by experts in writing effectively and communicating successfully in a local government context.

Course Format: This online course includes three modules, which include live, interactive webinars, assignments and coaching. Participants attend the webinars; review additional resource documents and participate in on-line discussions; work on the assignments on their own time; and, submit their assignments for review, coaching and direct feedback before the next assignments are due.

May 6 First module with a webinar and assignments.
May 13 Second module with a webinar and assignments.
May 20 Third module with a webinar and assignments. Final assignments to be completed by Monday, May 27, 2019.

Each interactive webinar is a 90-minute (10 – 11:30 a.m.) facilitated online workshop with Q&As and an overview of the assignments. Participants will have five days to complete their assignments for each module and will receive written feedback and coaching before the next module begins.

Cost: \$590 +GST LGMA member and \$615 + GST Non-member

Registration: Register online for all three modules before April 29, 2019
Information will be sent to registered participants before each module.

Presenters: Fiona Prince and Sonia Santarossa

Cancellation Policy: No refunds will be provided after April 29, although substitutions within your organization are permitted.

May 6 - MODULE 1: Effective Report Writing

Participants will learn how to structure Council or Board reports with a positive focus, good analysis, clear options and recommendations. Learn to better understand what information is required for your audience: strategic, tactical, or operational.

MAY 13 - MODULE 2: The 5Cs of Effective Writing and Using Plain English

A refresher for some, this module focuses on improving grammar, punctuation and sentence structure to write with increased clarity and impact.

MAY 20 - MODULE 3: Writing Strategies

This module focuses on word choices and revising for active vs passive voice, duplication of words and ideas, nominalizations, and paragraph structure. The module concludes with strategies for writing for different audiences.

INSTRUCTORS

Sonia Santarossa



Sonia began her career in local government in 1997 with Metro Vancouver and has worked for the City of Coquitlam and the Capital Regional District. Over the past 20+ years she has primarily held the position of Corporate Officer. Since 2016, Sonia has been supporting the LGMA to coordinate and deliver professional development and training related to the Corporate Officer function. During her time with the Capital Regional District, she developed and delivered report writing workshops to her co-workers and has since also delivered these workshops on behalf of the LGMA and for other local governments.

Fiona Prince



Fiona Prince has over 25 years' experience delivering training in the academic, not-for-profit, public and private sectors. She focuses on building fundamental communication skills to minimize and manage misunderstandings in verbal, non-verbal and written communications, especially in the workplace. Fiona has her BFA in Theatre from the University of Victoria, MA in Applied Communication from Royal Roads University, and a Graduate Diploma in Technology-Enhanced Learning and Design. She has been designing, developing and delivering online training and courses since 2009. Fiona is a two-time nominee and winner of the 2017 Kelly Teaching Award for Outstanding Workshop Facilitation.