



**LGMA**  
LOCAL GOVERNMENT  
MANAGEMENT ASSOCIATION  
OF BRITISH COLUMBIA

# Writing Effectively Online Course May 25-June 30, 2018

## LGMA is pleased to offer a new online course on Writing Effectively

This 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 webinars, assignments and coaching. Participants attend the webinars, then work on the assignments on their own time and submit their assignments for review, coaching and direct feedback.

**May 25** First module with a webinar and assignments.

**June 8** Second module with a webinar and assignments.

**June 22** Third module with a webinar and assignments. Final assignments to be completed by June 30, 2018.

Each webinar is a 90-minute (10 – 11:30 a.m.) facilitated online discussion 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

**Registration:** Register online for all three modules before May 18, 2018  
Information will be sent to registered participants before each module.

**Presenters:** Fiona Prince and Sonia Santarossa

**Cancellation Policy:** No refunds will be provided after May 18, 2018, although substitutions within your organization are permitted.

### **MAY 25 - MODULE 1: The 5Cs of Effective Writing and Using Plain English**

In this module, participants will improve their grammar, punctuation and sentence structure to write with increased clarity and impact.

## **JUNE 8 - MODULE 2: Writing Strategies**

This module will help participants avoid duplication and misuse of words, improve paragraph structure and learn to write to the requirements of the intended audience.

## **June 22- MODULE 3: Effective Report Writing**

Participants will learn how to structure briefing documents and 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.

### **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 is currently enrolled in the Graduate Diploma in Technology-Enhanced Learning & Design at Royal Roads University. 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.