

Exclusively available to tailor for in-company courses

Grammar Workshop

'Probably the most useful training day I have ever had.'

Delegate from Oxfam Publishing

'Excellent. Easy to understand despite quite complex subject matter in places.'

Delegate from Oxford University Press

How do we reconcile writing persuasive copy or reports in 'plain English' with the grammar we learned (or didn't) in school? When is it best practice to obey the 'rules', and when should we bend or even break them? Is it OK to split the infinitive (always assuming we can spot one) if the meaning is clearer, or will our audiences brand us philistines?

This workshop tackles common pitfalls and contentious issues of grammar, punctuation and spelling head on.

Content typically includes:

- Informal tutored sessions on grammar, punctuation and spelling
- Short exercises (and plenty of discussion) throughout
- Use of apostrophes, commas, semicolons and colons
- How 'correct' sentence structure relates to writing copy or reports
- Plural and singular; active and passive voices; tenses
- Hot topics! Starting sentences with conjunctions, the split infinitive, when to capitalise, how to punctuate bullet points, use of dashes and hyphens ...
- A round-up of spelling confusables, and how to distinguish between them
- The importance of your audience's views, and of house style.

Course tutor:

Rachel Maund technically can claim a degree in the subject, but her approach is the pragmatic one of a copywriter committed to clarity of expression as well as 'correctness'.

This course is not currently available on our 'open' training programme, but the agenda above can be tailored to your precise needs.

Why not ask us about a bespoke version of this course today?

MORE DETAILS AT www.marketability.info/grammar

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