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# **WRITING DYNAMICS™**

**HOW AWARD-WINNING WRITERS WRITE:  
CLEARLY, CONCISELY, PERSUASIVELY, AND FAST!**

*Writing  
Dynamics™*

## **The course**

A license of **McLuhan & Davies Communications, Inc.**, the course shows how to improve quality and productivity of writing by following a special system developed by a team of award-winning professional writers. The techniques include selecting an appropriate writing strategy, managing the reader's attention, and tools to highlight the benefits for the reader. The two-day workshop is filled with skill-building exercises, consultation and feedback.

For professionals from consulting, marketing, sales, PR, accounting, IT, advertising, the public sector and other persons for whom writing is an important part of their daily routine. This workshop aims to build essential skills for fast planning and writing of impact messages to be remembered by the reader. Because of its large scale application, the participants will improve their writing skills for both internal and external audience.

## **Learning outcomes**

- Save time and increase productivity of writing by selecting an appropriate writing strategy
- Increase the impact of writing by managing reader's attention and using techniques to highlight the benefits for the reader
- Improve quality of documents by practicing editing exercises and drills
- Apply writing techniques to a variety of documents, from routine e-mails to lengthy reports.

## **Course details**

6- 10 participants in a group  
Period: 2 days, 9:00 to 17:00  
Trainer: Alina Doica

# AGENDA

## 1. MODULE 1

- Introduction
- What do you think about writing?
- Developing a Writing System
- The Five-Step Approach

## 2. MODULE 2

- Cluster Technique
- Considering Your Reader
- Outlining Techniques

## 3. MODULE 3

- Organization Strategies
- The Quick Draft

## 4. MODULE 4

- The Editor's Six Obsessions
- Applying the Axe
- Verb Power
- More Obsessions

## 5. MODULE 5

- Telegramming for Sharper Focus
- Your Editing Checklist

## 6. MODULE 6

- Writing Various Documents