

BUSINESS WRITING & COMMUNICATIONS WORKSHOPS

THE WORKSHOP DOESN'T COME FIRST. YOU DO.



Sidelight
PROFESSIONAL WRITING WORKSHOPS SINCE 2022

BUILD THE WORKSHOP YOU NEED

Sidelight offers a unique experience of choice through our writing and communications workshops. You can choose from our different modules to build the course content that best suits your training needs.

01 CHOOSE THE LENGTH

You can compile a half-day, full-day, multi-day, or learn-at-lunch style workshop. Choose just one topic for a short session or several to build an all-day course. We can deliver the content in one session or as a series over several days or weeks.

02 CHOOSE THE DELIVERY METHOD

Your workshop can be provided on-site or online to any number of participants. We offer multiple facilitators to maximize interaction for larger groups. Our goal is to inspire through involvement, not a lecture.

03 CHOOSE THE CONTENT

You can customize your workshop with modules that suit your needs.



OUR BUSINESS

Sidelight is the teaching division of Scriptorium Professional Writing Services. Our mission is to collaborate with our clients to create functional communications tailored to their specific training and documentation needs.

Our current team includes experienced writers, each with post-secondary education in writing and communications. Our instructors have experience developing curricula and teaching both online and on-campus at MacEwan University, NAIT, and BCIT. We bring a breadth of experience in technical, business, and freelance writing projects to our teaching.

Being both teachers and professional writers, our instructors understand the practical challenges you face when writing in the workplace. They can provide proven tips and methods to help you meet those challenges and improve your writing skills.

We have had the pleasure of teaching custom workshops in a variety of industries, including construction, oil and gas, water and waste management, banking, not-for-profit, and government.

For more information about our workshops, visit: www.sidelightworkshops.com.

For more information on our writing and editing services and clients, visit:
www.scriptoriumpro.com



OUR INSTRUCTORS

JACLYN LAWRENCE, MA

For 20 years, Jaclyn has worked freelance and in-house for a variety of clientele, writing and editing everything from heavy equipment procedures to a novel. She also taught on-campus and online for MacEwan University for eight years and NAIT for a year. She uses her combined experience to present Sidelight workshops and help our clients with instructional design projects.

ANNETTE WIERSTRA, MA

Starting as a journalist and managing editor for a small publication and several websites over 25 years ago, Annette shifted into technical writing and now uses her experience to write policies and procedures for utilities, government, and not-for-profits. After teaching communications and writing at MacEwan University for nine years, she has a special love for instructional design and teaching projects for Sidelight clients.



WORKSHOP MODULES

PURPOSE, AUDIENCE, & MEANS

This module applies to all types of business communications and technical writing. Recognize the three key factors to consider while communicating within the workplace: purpose, audience, and means. Use the 3 x 3 writing process: prewriting, writing, and rewriting. And learn some tips and tricks to be more effective and efficient.

We recommend that all our workshops start with this module.

INTERCULTURAL COMMUNICATION

Sometimes it can feel like you don't speak the same language within your company. Learn how to implement strategies for writing and communicating across different cultures, generations, or departments so all your messages become clearer.

TEMPLATE DESIGN & TRAINING

We can guide your team through creating, using, and managing document templates.

STRATEGIC EDITING

Sometimes, what you don't put on the page is just as important as what you do put on it. Make your writing stronger by learning what and when to cut. Learn to communicate clearly about complex ideas without bogging down your writing with just the right amount of industry-specific language. We teach plain language, distilled writing, and formatting for clarity.

TECHNICAL WRITING

Efficient and effective procedures, processes, and policies are clear, consistent, and accessible. Learn how to develop functional instructional documents that meet safety, quality, and legislative requirements.

WRITING FOR THE WORKPLACE

Writing is a regular and critical part of doing business, but it can be a challenge to organize your ideas and get them onto paper. We can walk your team through practical tips and templates for specific types of writing projects.

Any of these topics can be added to *Business Writing Essentials* and *Strategic Editing* to customize the content for your team:

- Emails
- Letters/Memos
- Press Releases
- Presentations
- Business Plans
- Business Reports
- Government Briefs
- Policies
- Procedures
- Manuals
- White Papers
- Social Media
- Negative Messages

ONE-ON-ONE COACHING

After the workshop, you can book a one-hour session with your instructor to discuss a specific document or work on specific writing questions and challenges that you face in the workplace. This can be especially helpful after your instructor completes a document review.

DOCUMENT REVIEWS

After the workshop, you can submit a document to your instructor for review. The instructor will review the document based on workshop content and provide feedback on:

- Intended audience
- Appropriate language
- Writing and style



MODULE TIME REQUIREMENTS

✓	MODULE	HOURS REQUIRED
	BUSINESS WRITING ESSENTIALS <ul style="list-style-type: none"> • PURPOSE, AUDIENCE, & MEANS • THE 3 X 3 WRITING PROCESS 	1:00 - 1:30
	STRATEGIC EDITING <ul style="list-style-type: none"> • PLAIN LANGUAGE • DISTILLED WRITING • FORMATTING FOR CLARITY (PAIRING THIS MODULE WITH BUSINESS WRITING ESSENTIALS PROVIDES A STRONG BASE FOR OUR OTHER MODULES.)	2:00 - 3:00 (HALF-DAY)
	TECHNICAL WRITING	2:00 - 3:00 (HALF-DAY)
	TEMPLATE DESIGN & TRAINING	2:00 - 3:00 (HALF-DAY)
	INTERCULTURAL COMMUNICATION	1:00 - 1:30
	WRITING IN THE WORKPLACE	
	• EMAIL & LETTERS/MEMOS	1:00 - 1:30
	• PRESS RELEASES	1:00 - 1:30
	• PRESENTATIONS/MEETINGS	1:00 - 1:30
	• BUSINESS PLANS	1:00 - 1:30
	• BUSINESS REPORTS	1:00 - 1:30
	• GOVERNMENT BRIEFS	1:00 - 1:30
	• WHITE PAPERS	1:00 - 1:30
	• POLICIES	1:00 - 1:30
	• PROCEDURES	1:00 - 1:30
	• MANUALS	1:00 - 1:30
	• SOCIAL MEDIA	1:00 - 1:30
	• DELIVERING A NEGATIVE MESSAGE	1:00 - 1:30
	DOCUMENT REVIEW	DEPENDS ON DOCUMENT SIZE
	ONE-ON-ONE COACHING	1:00/SESSION

READY TO SCHEDULE YOUR WORKSHOP?

We're ready to get started!

It's time to:

1. Book a consult.
2. Work together to plan your workshop.
3. Hone your team's communication skills.



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