

# CUSTOM WRITING & COMMUNICATIONS WORKSHOPS

THE WORKSHOP DOESN'T COME FIRST. YOU DO.



**SCRIPTORIUM**  
PROFESSIONAL WRITING SERVICES

# HOW DOES THIS WORK?

Scriptorium takes a unique approach to teaching business communications in the workplace. We don't look for participants for pre-created workshops. We create workshops for our participants. We offer professional development by teaching business communications and general writing tips OR by training your team on the proper use of the templates Scriptorium creates for you.

## PROCESS

Request a consultation to discuss your team's needs. We will provide a proposal for meeting those needs, including customized content, length, and delivery. Our workshops consist of three stages:

- 01 Pre-workshop** - We introduce ourselves to the participants with an email and possibly a brief survey to prepare for the upcoming workshop.
- 02 Workshop** - We deliver the workshop to the participants using materials customized for your team and interactive teaching methods.
- 03 Post-workshop** - We provide the opportunity to use the skills taught and offer feedback. (E.g., in-person or virtual follow-up sessions, one-on-one meetings with participants, marked-up assignments, etc.)



## CUSTOMIZED CONTENT

Content is based on your team's unique needs. This brochure includes general topics that Scriptorium could adapt for your team's industry, standards, and document types to ensure the workshops are applicable to their work environments. We are also open to other related topics.

## CUSTOMIZED LENGTH

Your workshop can be compiled as half-day, full-day, multi-day, or learn-at-lunch style sessions. Each topic can be explored as an introduction or in more depth as applicable. We customize the level of interaction pre-workshop, during delivery, and post-workshop with options for back-and-forth feedback and review after or between courses.

## CUSTOMIZED DELIVERY

Our workshops can be provided on-site or virtually to any number of participants. We even offer multiple facilitators to maximize interaction. Our goal is to inspire through involvement, not a lecture.

ON-SITE OR VIRTUAL

# OF PARTICIPANTS

# OF INSTRUCTORS

# OF SESSIONS

INTRO OR IN-DEPTH

ON YOUR SCHEDULE

FOR YOUR TEAM





# OUR BUSINESS

Scriptorium, located in Edmonton, Alberta, specializes in communications, including technical writing and editing services and teaching-related workshops. Our mission is to collaborate with our clients to create functional communications tailored to their specific training and documentation needs. Our instructors have experience teaching writing and communications workshops for companies and post-secondary students. We bring a breadth of experience in technical, business, and freelance writing projects to our teaching. 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.

**SCRIPTORIUM**

PROFESSIONAL WRITING SERVICES



## OUR INSTRUCTORS

### 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 9 years, she has a special love for instructional design and teaching projects for Scriptorium clients.

### JACLYN LAWRENCE, MA

For almost 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 8 years and NAIT for a year. She uses her combined experience to present Scriptorium workshops and help our clients with instructional design projects.

# SUGGESTED WORKSHOP CONTENT

Not sure where to start?  
Consider these topics for  
your team's writing or  
communications workshop.



## PURPOSE, AUDIENCE, & MEANS

Before booking a meeting or writing anything in the workplace, you should ask yourself three important questions: What is your purpose? Who is your target audience? And what is the best method for delivering this message to your audience?

## 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 any of these business communication tools:

- Emails
- Letters/ Memos
- Press Releases
- Presentations
- Business Plan
- Business Report
- Policies
- Procedures
- Manuals

## THE 3 X 3 WRITING PROCESS

Go back to basics. Use the 3 x 3 writing process for more effective and efficient business communications. Learn some tips and tricks for each stage: prewriting, writing, and rewriting.

## STRATEGIC EDITING

Sometimes what you don't put on the page is as important as what you do put on the page. 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 can teach about:

- Distilled Writing
- Formatting for Clarity
- Technical Writing
- Plain Language

## COMMUNICATING ON DIFFERENT MEDIA

Sending a message to your customer shouldn't be one-size-fits-all. Businesses need to manage their communications across social media (blogs, Facebook, Twitter) and through traditional methods (advertising, newsletters). Learn to reuse and tailor that message across several media to suit your platform and audience.

## DELIVERING A NEGATIVE MESSAGE

We sometimes must deliver bad news to our customer or our staff. There are key strategies for delivering a negative message with integrity.

## INTERCULTURAL COMMUNICATION

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

## TEMPLATE DESIGN & TRAINING

Hire Scriptorium to create new templates or edit existing templates, and then have us train you and your team on how to use them.



# SCHEDULE YOUR CUSTOMIZED WORKSHOP



**Book a  
consult.**



**Receive a customized  
workshop plan.**



**Hone your team's  
communication skills.**



[info.scriptoriumpro.com](mailto:info.scriptoriumpro.com)



[www.scriptoriumpro.com](http://www.scriptoriumpro.com)



@scriptoriumyeg