

SAVAGE WRITING TRAINING BROCHURE

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About Us

Savage Writing provides in-company training across all levels, catering for everyone from marketing professionals to management consultants. Recent clients include Capgemini, Royal Mail Group, KPMG, Toni & Guy and Kurt Geiger.

Savage Writing was founded by writing and communications specialist Kerry Savage (MCIPR, MCIM). Kerry is an accredited trainer for the Chartered Institute of Public Relations and the Chartered Institute of Marketing.

As well as being a seasoned communications professional, Kerry is a qualified coach and NLP practitioner.

Kerry has delivered seminars for the Diploma in Journalism at Birkbeck College and frequently runs workshops for Business Link. She is a regular on the public speaking circuit, having recently given presentations at Olympia, the Business Design Centre, Excel and Earls Court.

Why Savage?

Take your pick. We run a wide range of courses: from developing winning proposals and putting together newsletters, to writing persuasive emails and perfecting grammar and punctuation.

We mean business. This is definitely not 'tick-box training'. Each course is created especially for you and is carefully geared towards helping you meet your business goals.

Beat the bull. Plain English is at the heart of everything we do. We believe that business writing should be concise, creative and, above all, clear.

Dive in. Courses include plenty of practical work and exercises, designed to make the learning experience challenging, fun and memorable.

Our Approach

Our training format is extremely flexible and can be tackled in three ways:

1. Subject-Specific Masterclasses

In-depth workshops focusing on a single area of writing allow up to eight delegates to really get under the skin of a particular discipline. For example, you may wish to dedicate a whole day to Proposal Writing or to Newsletters.

2. Modular Mix

Or you may prefer to choose from a series of bite-size modules to create your own tailor-made training programmes e.g. Grammar + Editing and Proofing + Emailing for Business.

1 Day Modular Mix
(2-4 modules)

2 Day Modular Mix
(4-8 modules)

3. Private Tuition

As well as group training courses, we also work with individuals to identify specific areas for development.

All workshops include free post-course support for 12 months, reference materials and a training manual.

"OUR MISSION IS SIMPLE: TO HELP BUSINESS PEOPLE WRITE BETTER."

THINGS THEY SAID

"THANK YOU.
EXCELLENT
WORKSHOP."

Royal Mail Group

"AN EXCELLENT
FACILITATOR...
WONDERFUL TO
WORK WITH."

UBS

"A FANTASTIC
COURSE. I WOULD
DEFINITELY RECOMMEND
IT TO OTHERS!"

Cappgemini

"THIS IS THE NEXT
GENERATION OF
TRAINING."

Immediate Future PR

"EXCELLENT...
YOU HAVE GIVEN ME
SO MUCH CONFIDENCE."

*Royal Borough of
Kensington & Chelsea*

"I'LL GIVE
YOU A CREDIT IN MY
BIOGRAPHY SOMEDAY!"

Rathbones

"ATTENDEES STILL
TALKING ABOUT
IT NOW."

McDonald's

Our Clients

Savage Writing is the sister company of Savage Communications, a leading training provider for marketing and PR professionals.

Here are some of the organisations that we've worked with:

ASDA
Breast Cancer Care
British Council
Business Link
Cappgemini
Charity Commission
Chartered Institute of Marketing
Chartered Institute of PR
Global Reach Partners
Green & Black's
Guildford Borough Council
Institute of Education
KPMG
KPSS/Goldwell Hair
Kurt Geiger
Lambert Smith Hampton

London Borough of Camden
McDonald's Restaurants
NHS
Patak's Food
Pfizer
Rathbones
Royal Mail Group
Royal Borough of Kensington & Chelsea
Saudi British Bank (SABB)
Saudi Basic Industries Corp (SABIC)
Selfridges
Stemcor
TimeBank
Toni & Guy
UBS

Essentials of Business Writing

This one-day course is designed to give delegates all the tools they need to write polished, professional business copy.

From crafting succinct sentences to brushing up on grammar and punctuation, the results will have students brimming with confidence about their business writing skills.

This fast-paced course is packed full of practical exercises and teaches how to:

- Effectively plan and structure your written work
- Understand your readers' needs
- Get your message across clearly and concisely
- Replace jargon and clichés with influential language
- Use grammar and punctuation correctly
- Employ creative devices to add originality to your writing
- Write persuasive business emails

Editing & Proofreading

The impact of accurate business copy on both first impressions and long-term reputation cannot be overstated, particularly in the email age.

'Proofomatics' is a systematic approach to proofreading. Unlike anything else on the market, it uses intensive eye exercises and written tests to reduce errors by 30%. Using a tried and tested three-phase system, delegates will measurably:

- Increase accuracy
- Increase speed and efficiency
- Increase eye span
- Reduce eye fatigue
- Refresh grammar and punctuation

The participant material for this one-day course includes a grammar guide, workbook and pre- and post-workshop assessments.

Grammar, Punctuation & Spelling

Not since school have you really considered the English language in any depth. You have vague recollections of the 'doing words' and the 'describing words', but beyond that your knowledge of grammar is a distant memory. Sound familiar?

This course takes us back to the classroom: it is a fun, interactive lesson in all things grammatical, with a serious business twist. It includes:

- Commas, colons, semi-colons
- Dashes and hyphens
- Quotation marks
- Apostrophes
- Capitalisation
- Who/whom
- Which/that/who
- Me/I
- Dangling participles
- Split infinitives
- Plurals & singulars and collective nouns
- Spelling

Minutes and Note-taking

Taking notes in a busy meeting with unfamiliar delegates and a complex subject matter can be a daunting task. It takes good listening, writing and organisational skills to ensure that you produce professional results.

This course provides clear guidelines on note-taking conventions, helping delegates stay in control, capture the most important points and produce accurate, readable minutes. Learn how to:

- Use accepted minute-writing models
- Keep up with fast-paced meetings
- Listen actively and maintain concentration levels
- Ask for clarification of key points
- Confirm responsibilities and timings
- Act as scribe in brainstorming
- Develop useable shorthand
- Check for typos and spelling mistakes
- Use impartial language and appropriate sentence structure

PowerPoint Presentations

Ever thought your PowerPoint skills reduce the impact of your proposals or presentations? Like wearing scuffed shoes to an interview, scruffy PowerPoint documents can undermine our professionalism and detract from the message.

Delegates are encouraged to bring live documents to this workshop, which includes plenty of time for practice. They will come away feeling confident in their PowerPoint skills, knowing how to:

- Create a presentation from scratch
- Decide on layout and design
- Bring documents to life with sound and movies
- Insert headers & footers, tables, images and logos
- Work with different views
- Use speaker notes
- Work with text
- Group, draw, align/distribute
- Create custom templates
- Insert hyperlinks to websites
- Use the Ribbon menu system

Proposals & Bids

Writing winning proposals and bids is an art form, particularly when we're under time pressure. From taking the brief to producing a slick final document, every step requires excellent analytical, sales and writing skills.

This course guides delegates through the entire process, providing lots of practical techniques and demonstrating how to:

- Plan and design the structure of your proposal
- Interpret client needs through effective questioning techniques and interrogation of the brief
- Work through the planning process and analyse research
- Define and develop 'strategy'
- Deliver a persuasive, well-structured argument
- Write an executive summary that captures the reader's interest
- Create an impactful framework and structure
- Develop winning ideas that deliver against objectives
- Demonstrate measurable results
- Deal with jargon and clichés
- Use a checklist to review the quality of your response

Web Copy

In a new media age, your website is the face of your organisation; it's therefore important to get it right. This course gives you all the tools you need to write compelling copy for your internet and intranet sites.

It teaches how to:

- Adapt your copy to an online format
- Get clarity around the purpose and objectives of your website
- Appeal to your target audience
- Write concise copy
- Link page content
- Develop impactful page and section headings
- Ensure there is cohesion with other marketing materials
- Brief suppliers on copy and design
- Incorporate key words to support search engine optimisation
- Write blog copy

Articles & Blogs

Writing an article for a newsletter, blog or magazine involves striking a careful balance between delivering your commercial messages and giving the reader what they want. Too commercial and it won't be read; too reader-focused and you won't meet your business objectives.

Delegates will come away from this session with lots of techniques for engaging with their audience, spicing up business articles and delivering concise copy that successfully conveys the commercial message.

This course shows how to:

- Understand reader needs
- Find attention-grabbing hooks for dry topics
- Write strong openings and endings
- Pick the most suitable structure for the type of copy
- Deliver the commercial message... subtly
- Get the tone right
- Add sparkle through creative devices
- Use research, interviews and quotations
- Write succinct business/technical copy in plain English
- Proof and edit your work

Emailing for Business

Emails are by far the most commonly used business writing channel – and unfortunately the most abused. Too informal, too long, bad spelling and grammar, inappropriate salutations and sign offs... the list goes on.

This course is designed to correct those bad habits and to demonstrate the importance of writing professional emails that people actually want to read.

It shows how to:

- Top and tail emails
- Write in an appropriate tone for your audience
- Ensure that your emails are read and not ignored
- Master email etiquette and avoid making faux-pas
- Use email as a tool of persuasion
- Promote and sell your work via email
- Check for typos and spelling mistakes
- Manage email flow effectively

Marketing Plans

To be most effective in business, it is vital that we operate on a strategic, rather than purely tactical level, planning for the future and ensuring that we have a clear path to get there. The marketing plan is the tool that shapes our thinking and, just as importantly, communicates it to the rest of our organisation. As such, it must be thorough, well-structured and present a compelling argument that demonstrates measurable financial returns.

This course shows how to:

- Define marketing objectives, in-line with business objectives
- Create a cohesive framework for the marketing plan
- Identify and segment the most influential stakeholder groups
- Conduct SWOT and PESTLE analyses
- Draw valuable insights from complex research and data
- Ensure that activity is measurable and within agreed budgets
- Develop appropriate messaging for key-decision makers within the organisation

Newsletters

A knock-out newsletter is a great sales tool. Done well, it is a vehicle for promoting your good work, whilst giving the reader valuable insights and information. But developing a compelling newsletter requires careful planning and excellent writing skills.

This course demonstrates how to:

- Understand the role of the newsletter in your organisation
- Decide on content, in line with reader needs
- Choose the most impactful format
- Create email newsletters
- Deliver the commercial message without over-selling
- Drive a direct response
- Adopt the right tone and brand style
- Use images and graphics
- Write concise business/technical copy in plain English
- Proof and edit your work

Press Releases

No marketing professional's tool kit is complete without the ability to write effective and eye-catching press releases. They are an invaluable tool for attracting the media's attention and getting your message across.

And never more so than today. With vast cutbacks in the traditional press and the rapid growth of digital, press releases are frequently being printed verbatim; the words you choose really can mean the success - or failure - of your campaigns.

This course will teach you how to:

- Find the balance between corporate messaging and real news
- Create news when there's no news
- Think and write like a journalist
- Choose the correct structure, style and content
- Develop strong headlines and opening paragraphs
- Write compelling e-releases
- Use quotations and case studies
- Repackage press releases for different media: print, radio, TV and online
- Distribute press releases for maximum impact

CV Writing

Writing your CV is an incredibly personal thing – sometimes a little too personal – which is why it can be helpful to sit down with an independent advisor and take an objective view on your résumé. This course provides tried and tested guidelines that will get your CV noticed, for all the right reasons, by potential employers.

Delegates will discover how to:

- Write a concise and persuasive CV
- Determine what potential employers are looking for
- Identify and articulate strengths and experience
- Adopt the best CV format for the role
- Know what to include and what to leave out
- Use appropriate terminology and examples
- Condense extensive experience into readable soundbites

Speech Writing

Whether you're drafting a delicious after-dinner speech or animating your annual results, speech writing requires creativity, wit and precision.

Full of practical tips, this course provides you with all the skills you need to write an attention-grabbing speech for yourself or your client. For maximum impact, a real life brief can be used as a focus for the session.

You will learn how to:

- Create an informative, authentic and original speech
- Master the art of storytelling and flow
- Elicit key points from the speaker/client
- Research and develop the topic
- Construct a compelling framework
- Build 3D layers with interesting anecdotes, statistics and examples
- Communicate complex messages simply
- Consider the audience and environment

Please note: Presentation training is also available for delegates wishing to deliver speeches with confidence and charisma.

Savage
Writing

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