

# NALA plain English course

## How to communicate more effectively



National Adult Literacy Agency  
Áisíneacht Náisiúnta Litearthachta do Aosaigh

### What is plain English?

Plain English is a style of writing and layout that the intended reader can understand after a single reading. It will help you clarify what you're trying to say and, as a result, help your reader get your message exactly as you intended. Presenting information in plain English includes using suitable words, adopting a direct style, avoiding unnecessary jargon and designing your written information to make it easier to follow.

### Should I attend this course?

Ask yourself the following questions:

- Do you want to ensure that you are communicating as clearly and effectively as possible?
- Are you sometimes frustrated answering the same questions because the information to customers is not clear enough?
- Do you find it difficult to develop clear reports, policies, promotional, training or web materials?
- Do you want to get quality training in how best to communicate, provided by leaders in plain English editing and training?

If you answered 'yes' to any of these questions, then this course is for you.

### Date and location

Wednesday 19 March      63-66 Amiens St, Dublin 1      Maximum 20 participants

**Time**    9.30am to 3.00pm

**Cost**    €120 per person (€100 per person for community and voluntary organisations)

### What will using plain English do for me?

- You will save time and money by providing more efficient customer service. Clearer information is shown to improve performance, reduce mistakes and lead to fewer complaints and repeated questions.

- You will improve your general standard of writing. When you use plain English, your writing will be clearer for everyone.
- Plain English legislation is being introduced around the world. You will be in a good position when it becomes standard practice in many institutions and organisations.
- You will be giving everyone a fair chance to access essential services. One of the benefits of plain English is that it helps to remove complex language that may be too difficult for certain sections of the population to read.

### Description of the course

This course will use a mix of presentations, relevant examples, discussion and exercises to introduce participants to the most common barriers to clear information and the benefits and techniques of plain English. The training aims to be informal.

### Course outline

9.30	Introductions and plan for the day
9.40	Plain English: what, where and why
10.10	Common writing and design habits
10.20	Making your writing clearer
10.40	Break
10.55	Making your writing clearer continued
11.30	Punctuation
12.15	Lunch
1.00	Layout guidelines
2.00	Exercises
2.45	Evaluation
3.00	Close

**Book your place for this course online at [www.nala.ie](http://www.nala.ie) (click on upcoming events tab)**

If you have queries, please contact Claire O’Riordan or Anne Murphy.  
(01) 412 7900 or [coriordan@nala.ie](mailto:coriordan@nala.ie).

Check out our plain English website at [www.simplyput.ie](http://www.simplyput.ie)

The **International PLAIN Conference** will be hosted by NALA in Dublin in September 2015.

**This venue will be wheelchair accessible.**

