

English for Professionals: How to Be Heard, Be Read, and Be Successful

Clarity is the mark of good communication in both written and spoken form. This maxim is valid for any professional in the communications branch, including journalists and advertisers alike. The key to a successful text lies in blending the right expression with the right style. An experienced author/presenter will lead you through the rough textual terrain of word choice, sentence structure, and writing style to reach your goal: presenting complicated topics understandably—and with clarity.

The workshop is practice-oriented and centered on the participants. It is not an exercise in translation into English, but rather in the creation and/revision of English texts. The workshop involves individual and peer review of texts supplied by the participants. These may include press releases, academic papers, statements, correspondence, opening addresses, advertisements, brochures, and informational material. It also offers participants the chance to draft additional texts and the possibility to practice their speaking and skills (presentation of a prepared text, moderating a panel, spontaneous responses).

You will learn:

- Structure, Outline, and a Common Thread
- Captivate Your Reader: The Introduction
- Revision, Brevity, Rephrasing
- How to Present Facts and Figures Best
- How to End Denglish
- Style: How to Capitalize on Your Skills
- Avoiding "Wordiness"
- Reaching the Finish Line in the Text Marathon

Content:

- Where Are We Headed?
 - Introduction of Participants; Discussion of Needs and Goals
 - Presentation of Work
 - Peer Review; Initial Suggestions
- Mechanics of Writing
 - Defining your Audience
 - Thesis Statement
 - Organization
- Mechanics of Writing II
 - Comma, please!
 - Grammar Pitfalls—Regardless of English Level
 - Practical Exercises
- Workshop: Saying NO to Wordiness!
- Peer Presentation of Revised Texts
- Where Are We Now?
 - Writing: Effective Transitions
 - Get to the Point: Summing It Up.

Sie haben Fragen?

Wenden Sie sich an das scm-Team:

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- Stating Your Purpose
- Effective Openings
- Signposting
- Presenting Papers and Moderating Discussions
- Summarizing Discussions in Oral and Written Form
- Peer Review
- Workshop: Performing! under Pressure
- Have We Arrived, and How Have We Done?

Target Group:

Professionals in the communications branch seeking to improve their written and oral English skills. Participants should already have a good command of English (at least "B2" level of the Common European Framework of Reference; some prior experience in an English-speaking environment is a plus).

Methodology:

Practical exercises, individual- and group activities are the focal point of the workshop. Open dialogue with concrete examples from the participants' work experience is encouraged to accelerate the transfer of knowledge and its practical application.

Der Erfolg eines innerbetrieblichen Kurses hängt zu einem großen Teil von der gemeinsamen Definition der Inhalte und Ziele vor der Schulung ab. Wir beraten Sie gern und erstellen anhand Ihrer Angaben ein ausführliches schriftliches Angebot.

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