An introduction to using Plain Language

29 April 2022 (09:00 – 12:00 CET)
Online

Agenda

Outline

Consider these 3 questions:

- Does reading complicated language sometimes confuse you?
- Wouldn't it be nice to get a bigger return on the time you invest in writing, by delivering your message to your readers in a more direct way than you do today?
- Do you always write clearly and plainly for your readers?

If you can answer "yes" to the first **or** the second question, **or** "no" to the third question, then this is a training for you.

Each of us at some point has written a text – an email, a report, an article for our programme website – in a style that has created a problem for our readers. We have made it more difficult for our readers to understand our message than it should be. And in the end, their problem becomes our problem too.

This training will introduce you to the differences between a heavy/complicated writing style and a plain/clear writing style, and provide tips and takeaways for you to use to change your writing style, making it more reader-friendly than it currently is.

Please note the following important aspects of this training:

- For practical reasons, we have limited the number of participants to 16.
- If your registration is accepted, **you must send 2 examples of texts you have written to** linda.ring@interact-eu.net **by the 19th of April 2022.** This is to allow your facilitator to prepare tasks from the basis of your texts. Please know that all texts will be treated confidentially, and no writer's name will be revealed.

Objectives

Once you have completed this training, we hope you will feel able to:

- Describe the differences between non reader-friendly texts and texts written in Plain Language,
- Recognize the elements you can use to write Plain Language texts, and
- Use these elements to 1. edit a more complicated text to make it a Plain Language text, and 2. produce your own texts in Plain Language.

As a follow-up to the training, we will offer you the chance to send one text you have written (after you have completed the training) for a Plain Language edit and feedback.

Who is this training for?

We are offering this training for anyone who feels they would like to communicate more clearly with their readers than they do today. Anyone who is curious to see how changing their writing to make it more reader-friendly might gradually bring them a bigger return on the time they have invested in writing.

08.45 – 09.00	Check-in to virtual meeting room and technical settings
	Please join the virtual meeting room before the start of the meeting. It will open 15 min before the event starts.

09.00 – 09.50

- Welcome and **kick-off activity**
- Agenda run-though
- The "what" and "why" of Plain Language
- **Opinions – what do you think?**
- What's in it for you?
- Examples from Interreg
- **A matching task from your texts**
- Stage 1 – Before beginning to write
- Stage 2 - The 5Bs of Plain Language

09.50 – 10.00   **Comfort break**

10.00 – 10.50

- **Your turn to edit your own texts**
- More on the 5Bs of Plain Language
- Extra tips on keeping your writing plain and reader-friendly
- A recap before coffee break

10.50 – 11.00   **Comfort break**

11.00 – 12.00

- **Your turn to write a short Plain Language text from the start**
- Stage 3 of writing
- Where else can you find support for your writing?
- **Post-training task – an offer**
- Agenda check-up, questions and thank you