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Speakers:

Valerie Walston
Founder, Write On Communications



“Writing Compelling Content in Plain Language”

Tuesday, July 28

From your Desktop
Noon – 1:00 p.m.

Now more than ever, it’s essential that public-sector communicators convey content in ways that are easy to read and understand for multiple audiences.

We all know that “Plain Language” is a good idea, but what is it?

Join Valerie Walston, Plain Language and Trainer, to learn more about essential “plain language principles” to help your agency craft compelling, effective content that will resonate with your communities at first read.

Key webinar take-a-ways:

- The internationally and federally recommended plain language principles to help you craft effective communications your audience will understand at first read.
- How plain language increases your audience to include varying levels of education, diverse background and native languages.
- Ways to get executive buy-in for anyone on your team who doesn’t believe they need to use plain language.

*CAPIO Certificate in Communications Credit: Writing
APR Maintenance Credit*

Prices
\$20 Member
\$35 Non-Member

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All registrants are provided with a link to the recording.**