

WN&A

Wm. Nesbit & Associates—Since 1979

TECHNICAL WRITING AND PUBLICATION MANAGEMENT COURSES FOR ENGINEERS & SCIENTISTS

On site, interactive training tailored to your specific communications needs

COURSE I: WRITING FOR TECHNICAL AUDIENCES

This course teaches processes and procedures to follow to write clear and concise technical materials that get your message across to your specific audiences.

WHAT YOU'LL LEARN: Proven techniques for producing effective technical reports, proposals, speeches, manuals, and other communications. Take this course to discover the secrets of successful technical writers and unlock your innate ability to write well. Learn the five pillars of good writing, the key characteristics of good writing, and the importance of rewriting.

WHO SHOULD ATTEND: Engineers and scientists who want to polish their communications skills and reduce the time spent producing both technical and marketing materials.

COURSE II: PLANNING & MANAGING TECHNICAL PUBLICATION PROGRAMS

This course teaches how to prepare and manage efficient and effective technical publications programs.

WHAT YOU'LL LEARN: How to prepare and structure effective publications-based communications programs. Take this course to bring more discipline and accountability into the communications process. Learn the elements of effective communications plans and how to budget and define staff requirements and timelines. Find out how to quickly and skillfully review and specify revisions to materials created by others.

WHO SHOULD ATTEND: Technical managers and others responsible for planning and executing technical communications programs.

WHAT OTHER ENGINEERS SAY ABOUT WN&A & BILL NESBIT

"Bill taught our engineers how to present written information in a way our broad audiences could understand."

Dan Giovanni, Hawaii Electric Co

"Bill is superb at translating technical information into something lay people can understand and in convincing them why something very technical would be beneficial to them."

Mike Weedall, BPA

"Bill helped me change my whole thought process about how to communicate."

David Eskinazi, EPRI

"Bill...taught me how to present material that flows well and provides critical sign posts for the reader about what is coming next. I learned how to present a story in a way that was easy and interesting to read instead of just plowing through the technical material."

Bob Carr, EPRI

About

WN&A

Both courses are conducted by Bill Nesbit, WN&A's president, a writer, editor, and marketing communications manager with 30 years of experience working with engineering companies, research organizations, corporations, and government agencies across the country.

Bill established WN&A in Northern California in 1979 and grew it into a full service technical marketing company with a 15-person staff and multi-million dollar billings. In 1999 he closed the California office and began independent practice.

Over the years Bill has written and produced hundreds of publications on topics dealing with energy, the environment, economic policy, and technological innovation. In the process he's gained a wealth of knowledge and understanding about what it takes to write and produce successful technical materials—knowledge and understanding that will help you...

- Increase the quality and effectiveness of your technical communications.
- Save time and money—by improving individual productivity and reducing time spent writing and reviewing communications materials.
- Extend your individual and organizational reach and influence, thereby increasing business opportunities.
- Refine the clarity of your individual and organizational thinking, standards of quality, and thoroughness.
- Demonstrate the respect, consideration, and importance you and your organization assign to your work and your audiences.

COURSE STRUCTURE & PRICING

Each course is presented at your location and tailored to focus on your specific communications needs and the types of materials you produce. This individualized approach enables you to focus on the technical writing skills and topical areas most relevant to your organization's needs and market... save time and money on travel expenses...and enable more staff to participate.

CLASS SIZE: Up to 12 participants. Each course includes an instruction manual and up to 3-hours of individualized follow-up with class participants.

COURSE DURATION: Approximately 6 hours depending upon attendees' questions and individual needs.

PRE-TRAINING CONSULT: A 1-2 hour session at your location to gather information about your organization's specific needs, billed at a rate of \$150/hr.

COURSE COST: \$3,000 per course. Save \$1,000 by purchasing both courses for only \$5,000. Auto travel and organizational-specific or extraordinary materials/services billed at cost plus 10%.