

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 how to quickly and skillfully review and specify revisions to materials created by others.

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: A FRAMEWORK FOR PLANNING TECHNICAL COMMUNICATIONS PROGRAMS

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

WHAT YOU'LL LEARN: How to plan and structure multi-product/multi-activity communications programs. Take this course to bring more discipline and accountability to your communications planning process. Learn the steps to take in writing programs and defining individual plan elements, how to craft a straightforward situation analysis, the key variables affecting budgets and timelines, and considerations in contracting with technical writers and editors.

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