Business and Professional Writing

Especially designed for technical experts who communicate with customers in writing.

Accelerate your personal and organizational development

Held at the University of New Hampshire, Durham campus

For more information including dates and registration, please visit: ExecEd.unh.edu
Most professionals generate documents that will be read by others, including customers and prospective customers. Yet few have formal training in business and professional writing. Grammatical errors, reviews, and re-works can often add weeks to a document generation process. Worse, unclear communications can reflect poorly on the whole organization and also on individual careers. An improvement in business writing can have significant, immediate, top and bottom line impact.

**Who should attend?**

This program is designed for managers and technical experts who generate documents, including emails, that are seen by internal or external customers. This program is a must for anyone with little formal business writing instruction who is responsible for customer communication. Business plan writers, those courting investors, and anyone communicating with employees and clients will benefit.

**Primary program objectives of Business & Professional Writing:**

- Focus on your communication style, clarity and timing as a way of presenting yourself and your company in the best light.
- Gain a current perspective of business writing and the way communications are consumed today. Business writing etiquette has changed substantially in the past ten years.
- Build self-awareness in the way you come across in writing.
- Increase knowledge and insight about the psychology inherent in the words and organizational styles you choose.
- Develop executive capabilities in writing, communication, and messaging.
- Create strong connections across industries with the other participants.

**You will:**

- Pack many memorable tricks and tips into your tool box for choosing the correct word and punctuation mark.
- Learn life saving commas: Let’s eat grandma! becomes Let’s eat, grandma!
- Know how to write the sort of text your audience wants to read.
- Get to the point! And don’t leave anything out. The perfect length for every communication.
- Take away layout tips that help your reader skim and zero in on the most important elements in your communication.
- Add pictures to your words to get your point across.
- Recognize the line where copy / paste becomes copyright infringement.
- Be able to apply these writing skills in your professional and personal life.
Instructor

Cristy Beemer

Cristy Beemer is an assistant professor of English and coordinator of the professional and technical writing program. Beemer received her Ph.D. in composition and rhetoric at Miami University. Her research focuses on the history of rhetoric, with a particular emphasis on women and the early modern period, Writing Across the Curriculum, and professional and technical writing. Beemer has published in *Rhetoric Review, Pedagogy, Praxis,* and the collection *Performing Feminism and Administration in Rhetoric and Composition Studies.*

At the University of New Hampshire, Beemer teaches undergraduate courses in First Year Writing, Professional and Technical Writing, Advanced Professional and Technical Writing, and Shakespeare; and graduate seminars in Histories and Theories of Rhetoric, Women’s Rhetoric, Theory and Practice of Transactional Writing, and Composition Theory.

Sample program schedule:

A sample schedule for the 2 day Managing Yourself and Leading Others program follows. Please note, this schedule is subject to change and a more detailed agenda will be presented to enrolled participants.

<table>
<thead>
<tr>
<th>Pre-work</th>
<th>Day 1</th>
<th>Day 2</th>
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</thead>
<tbody>
<tr>
<td>A pre-program notebook will be sent to you two to three weeks before the class begins. You may be asked to complete assignments, including readings.</td>
<td>Welcome, Introductions and Program Overview</td>
<td>Forms of Professional and Technical Writing</td>
</tr>
<tr>
<td>Breakfast and lunch are included.</td>
<td>Mechanics of Writing Using Proper Techniques</td>
<td>-Writing for a business audience</td>
</tr>
<tr>
<td>Parking directions will be sent with the program materials.</td>
<td>Practice</td>
<td>-Business email</td>
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<tr>
<td></td>
<td>Proofreading and Editing</td>
<td>-Technical information for a non-technical audience</td>
</tr>
<tr>
<td><strong>Morning Session</strong></td>
<td><strong>Day 1</strong></td>
<td><strong>Day 2</strong></td>
</tr>
</tbody>
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**Afternoon Session**

Professional and Technical Writing Skills: Audience, Design, and Visuals

Practice

The Summary

Collaboration in Professional and Technical Writing

- Collaborative writing technique

-Giving feedback
Program Location, Logistics, and Fees

Location:

*Business and Professional Writing* is held at the Peter T. Paul College of Business and Economics located on the University of New Hampshire’s Durham campus. State-of-the-art classrooms are equipped with executive level technology to create a positive learning environment.

Accommodations:

The program fee does not include accommodations. If you plan to stay overnight, consider Three Chimney Inn and the Holiday Inn Express, both located in Durham, and The Sheraton Harborside, in Portsmouth.

Tuition and Fees:

$1,399/per person. *Early bird discount:* $1,260.

10% discount to USNH alumni (University of New Hampshire, Plymouth State University, Keene State College and Granite State College graduates).

Fees are inclusive of: All pre-work and program materials and meals during the program (breakfasts, lunches, and morning and afternoon breaks).

Registration and Cancelation Policies:

No penalty and full refunds for cancellations up to 30 days.

For detailed information, please visit:  ExecEd.unh.edu

Questions?

Let us help you get the most out of your educational experience:

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