



Copywriter Christopher Inge is a former journalist and creative director with 11 national and international awards. Christopher now specialises in building small and medium-size brands with communications that set them apart in a crowded marketplace. His company integrates advertising and public relations because there is no difference in their mission - to make every word count towards a sale.

Watch Your Language

Chris Inge

This programme is made up of three complementary sessions designed to improve communications skills by confronting the errors of grammar, spelling and punctuation that undermine them, and provide guidelines for making a convincing, structured presentation – on paper and on your feet.

Three sessions over 3 weeks, costing £160

Session 1 - coming soon!

Why good grammar makes good sense.

Some basic rules and how to harness them to help you communicate clearly and effectively.

Session 2 - coming soon!

An interactive session in which we confront the problems caused by poor spelling and punctuation and address them as a group.

Session 3 - coming soon!

Marshalling your material to make a case on paper. Creating a structure and integrating your points in a logical chain to hook and keep the reader's attention. Some ideas to make a case which looks good on paper, sound good in a stand-up presentation.

Each session will be structured to allow plenty of time for Q&A as well as the occasional exercise to test progress. The aim is essentially practical and non-academic: to instil good habits of grammar and sentence construction, and overlay these with simple guidelines on assembling a case and making it.

To book your place:

Please contact Deborah Seymour:

Phone 01458 844457 email dseymour@strode-college.ac.uk

or

Complete your name and contact details below and hand into Strode College reception:

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