

Plain Language Writing for Public and Client Audiences

Corporate Communications

Course Overview

Plain Language Writing for Public and Client Audiences: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Plain Language Writing for Public and Client Audiences
- Apply practical tools and techniques for Plain Language Writing for Public and Client Audiences in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Plain Language Writing for Public and Client Audiences in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Plain Language Writing for Public and Client Audiences in today's organisation
2. Key concepts and the language of Plain Language Writing for Public and Client Audiences
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Plain Language Writing for Public and Client Audiences with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
14 to 18 Sep 2026	Online	\$700
21 to 25 Sep 2026	Cape Town	\$1,395
5 to 9 Oct 2026	Lusaka	\$1,550
19 to 23 Oct 2026	Maputo	\$1,550
26 to 30 Oct 2026	Johannesburg	\$1,395
9 to 13 Nov 2026	Nairobi	\$1,395

16 to 20 Nov 2026	Kampala	\$1,450
30 Nov to 4 Dec 2026	Durban	\$1,450

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.