

# Writing for Different Audiences

2 Days **BGDA**

## OVERVIEW

Through this workshop participants will learn how to identify which message suits which audience. They will exercise writing to different audiences while determining the profile of the target audience in advance.

## DESIGNED FOR

Designed for staff having a good level of written English.

## LEARNING OUTCOMES

By the end of this course participants will be able to:

- Identify and define the target audience.
- Organise and structure their writing according to the audience.
- Adapt their writing to readers: a clear message for everybody.
- Adopt appropriate style and tone.
- Use appropriate vocabulary.

## TOPICS COVERED

- Analyse one's audience
- Organise and structure the information for different audiences
- Adopt appropriate style and tone for the audience
- Use appropriate vocabulary
- Present information efficiently for a specific audience

