

VIRTUAL – 90 MINUTES

How to Make Important Info Stand Out

In today's busy world, being clear is more than a courtesy to your reader – it gives you a competitive advantage. Whether you're drafting training materials, risk reports, or complex emails, your most important points need to rise above the noise.

This webinar teaches proven strategies to highlight critical information so your audience grasps, and remembers, what matters most. Learn practical techniques, assess real-world examples, and review your own writing to learn how to structure and your writing for maximum impact.

Who should attend

This 90-minute webinar is for anyone who writes complex documents and needs to ensure their key message comes across clearly.

You learn to

- Use headings, lists and white space to show readers the shape of your message at a glance
- Use text elements like color, boldface, italics, underlining and all caps to facilitate deep reading
- Tailor your emphasis style for different audiences and different mediums

What to expect

We know people learn best by doing, so this webinar gives you opportunities to practice as you learn. You participate in chat and small-group discussions. We provide sample documents for you to evaluate as you build your skills and awareness.