

## WRITING TO THE BRAND

*BackDRAFT® Writing Training turns professionals of average and above-average writing talent into confident, articulate experts able to create masterful writing across a broad range of corporate-writing genres.*

With the rapid development of tools for immediate communication, organizations must rely on their frontline knowledge workers to live up to the brand every time they send an email. Trusted in-house editors can no longer be always in the loop, and the intelligence of the enterprise is now relayed one-to-one by each member of the corporate team.

Writing to the Brand is a one-day intensive workshop for communication team members who must extend an organization's brand values and attributes every time they write. A customized program, Writing to the Brand allows professionals to work with the brand attributes, messages, personality and promises of their own organizations.

In a rapid-fire, hands-on workshop, participants master the precise writing techniques that most effectively project the unique attributes of their own corporations, agencies and departments.

| Training includes...   | Participants learn to...  | Designed for...  |
|--|---|--|
| <ul style="list-style-type: none"> <li>▲ Intensive six-hour seminar</li> <li>▲ Full-color study guide</li> </ul> | <ul style="list-style-type: none"> <li>▲ Master five top Brandwriting strategies</li> <li>▲ Explore their relationship with writing</li> <li>▲ Examine their core personal values</li> <li>▲ Identify meaningful organizational values</li> <li>▲ Define brand personality</li> <li>▲ Name which docs most need writing to the brand</li> <li>▲ Read personality from text</li> <li>▲ Map brand personality with diction, syntax and one</li> <li>▲ Measure brand volume in writing</li> <li>▲ Find the unexpected word</li> <li>▲ Avoid the six worst fumbles of grammar</li> <li>▲ Build brand value by reducing fat</li> <li>▲ Improve flow with advanced syntax</li> <li>▲ Master the 16 marks of punctuation</li> <li>▲ Use the DIM™ Method to repair logic</li> <li>▲ Spot and fix the IDEA fumble</li> <li>▲ Build a brand rhetoric toolbox</li> </ul> | <ul style="list-style-type: none"> <li>▲ Corporate communicators</li> <li>▲ Marketing officers and staff</li> <li>▲ Global communication teams</li> <li>▲ Public-relations practitioners</li> <li>▲ Publications staff</li> <li>▲ Media-relations staff</li> <li>▲ Agency staff</li> </ul> |
|  |   | <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p><b>Delivery &amp; cost</b></p> <ul style="list-style-type: none"> <li>▲ Six-hour, one-day seminar</li> <li>▲ Up to 40 participants:<br/>\$11,600</li> </ul> </div>   |

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