



WRITE RIGHT BACKYARD SEMINAR

We've prepared the materials in this kit to help you determine whether or not you wish to sponsor *Write Right*, a Bachner Communications, Inc. (BCI) BackYard Seminar. If you do wish to sponsor this BackYard Seminar, the kit should also help you plan the event.

BCI designed its BackYard Seminars to eliminate the costly national marketing associated with many seminars, and thereby make a solid educational opportunity available at a much-lower, per-person cost.

BCI's role in this activity is to provide: written general guidance (this kit); specific guidance from staff, as needed, in response to your questions; resource materials; and the speaker. You pay BCI a flat fee plus the speaker's out-of-pocket expenses. You are responsible for:

- obtaining the space and equipment needed for the seminar;
- obtaining attendees;
- providing food and beverages for breaks and a luncheon; and
- duplicating, assembling, and otherwise preparing handouts.

We have no limit on the number of attendees.

The overall amount spent per person on the seminar will vary based on a dozen or so factors, but principally the number of attendees and what they pay. If your organization assumes overall responsibility for the seminar and attracts attendees from other firms who pay a rate of, say, \$175, your cost could be as low as \$50 per person or lower. That would be an extraordinarily low rate for a full-day seminar led by a top-flight speaker.

THE SEMINAR

BCI designed *Write Right* for the technical and nontechnical personnel of civil-engineering firms, geotechnical-engineering firms, environmental consultancies, construction-materials engineering and testing (CoMET) consultancies, and other nontechnical personnel who are involved in project management, write or edit proposals or reports, communicate with clients, or have other responsibilities they will be able to perform more effectively with a better grasp of basic writing skills.

An annotated program outline follows. **Note:** The speaker **does not** adhere scrupulously to the timetable indicated, in part because of group exercises and Q&A. Feel free to provide an outline of discussion as part of promotional and/or hand-out materials, but be wary about including specific times: Some participants become annoyed when the speaker fails to adhere to the schedule, even though he states he will not adhere to one!

BACHNER COMMUNICATIONS, INC.

180 Reachcliff Drive Shepherdstown, WV 25443 Tel. 304.870.4055 e-mail john@bachner.com www.bachner.com

TENTATIVE SCHEDULE

7:15AM – 7:45AM	REGISTRATION, CONTINENTAL BREAKFAST
7:45AM – 7:50AM	LEADER INTRODUCTION
7:50AM – 8:10AM	I. OVERVIEW AND INTRODUCTION
8:10AM – 8:35AM	II. THE FUNDAMENTALS OF GOOD WRITING
8:35AM – 8:45AM	III. PARTS OF SPEECH
8:45AM – 8:59AM	A. Conjunctions
8:59AM – 9:00AM	B. Interjections
9:00AM – 9:10AM	BREAK
9:10AM – 9:25AM	C. Nouns
9:25AM – 9:55AM	D. Modifiers
9:55AM – 10:40AM	E. Verbs
10:40AM – 10:50AM	BREAK
10:50AM – Noon	Verbs, <i>cont.</i>
Noon – 12:45PM	LUNCH
1:00PM – 1:45PM	F. Pronouns
1:45PM	IV. SELECTED ISSUES
1:45PM – 2:05PM	A. Taboo Words, Including Absolutes and Superlatives
2:10PM – 2:30PM	B. Unequivocal (Absolute) Statements
2:30PM – 2:40PM	BREAK
2:40PM – 2:50PM	C. Jargon and Colloquialisms
2:50PM – 3:05PM	D. Expletives
3:05PM – 3:45PM	V. PROVIDING COMPLETE INFORMATION
3:45PM – 3:55PM	BREAK
3:55PM – 5:00PM	VI. PROOFREADING
	VII. E-MAIL AND INSTANT MESSAGING*
	VIII. PARALLELISM AND LISTS*
	* <i>Time Permitting</i>

Reality Check

Particularly when just one or two firms are involved, and the sponsors agree, John can stress specific issues or review specific materials (e.g., proposals and reports). John should be able to do this without an additional fee. However, if he needs to spend more than just an hour to two to accommodate your requests, as to perform research, develop new materials, etc., he may require an additional fee; speak directly with John about the matter.

SEMINAR LEADER

The seminar leader is John Philip Bachner. John is president and CEO of Bachner Communications, Inc., a business-communication firm he established in 1971. Part of John's business includes association management and, from April 1, 1971 through today, he serves or has served as the chief staff executive of more than 20 associations, societies, and foundations, many simultaneously. John now serves principally as a consultant to associations/societies/foundations and an array of private-sector organizations. He is a prolific writer. His more than 250 books, texts, manuals, and guides include the Geoprofessional Business Association's (GBA's) *Contract Reference Guide* (editions 2, 3, and 3.1); the *ECS Contract Reference Guide*, editions 1 and 2; the *DPIC Guide to Better Contracts*; the *RA&MCO Contract Reference Guide*; and well-received books and guides on subjects such as forensic engineering, alternative dispute resolution, case histories, and limitation of liability. John Wiley & Son publishes John's *Practice Management for Design Professionals*; van Nostrand-Reinhold published his *Marketing and Promotion for Design Professionals*. McGraw-Hill and Charles C. Thomas have published other books by John, and he also has to his credit some 2,500 published magazine articles and columns, plus literally thousands of newsletters, case histories, brochures, and flyers. He has had more than a dozen movies produced. He has written, directed, and produced hundreds of successful television and radio ads. He lectures and leads seminars throughout the United States. His "GeoCurmudgeon" column appears regularly in *GeoStrata* magazine.

John is regarded as a top-flight seminar leader who keeps participants' attention with a fast-paced, sometimes irreverent presentation style.

COSTS AND RELATED ISSUES

The costs associated with running the seminar should be calculated beforehand. Typically, they comprise:

BCI Fee

BCI's fee for the seminar, including the speaker's fee, is \$5,000; \$4,500 for members of organizations that sponsor BCI's Fundamentals of Professional Practice.

Speaker's Expenses

The speaker's expenses will include: airport parking (est. \$70-\$90) or a cab or Uber to and from the airport (est. \$150 - \$200 RT, depending on airport); airfare (on trips of two hours or less, nonrefundable economy plus the cost of an extra-legroom upgrade; on longer flights, business class, if available); transportation to and from the seminar site (unless a sponsor's representative will provide pick-up); hotel accommodations (including high-speed Internet); meals; and miscellaneous gratuities. (*Note:* Return flights are sometimes cancelled or may depart before the

speaker can get to the airport. In that event, the sponsor will be responsible for the speaker's additional hotel expenses and any additional airfare.) Other expenses include any items shipped and items printed (e.g., professional-development-hour certificates).

Space

Some firms have the space to host 60 or so people with relative ease. Others will find it necessary to rent space, as at a local hotel, conference center, or other facility. (At least one firm was able to go through a university's engineering department to get a special rate on a classroom. It resulted in great space at very low rates for the space and for food and beverages.)

Overall, given the cost that might be involved, you might want to team with a local firm that has space, if you do not.

If you opt for a classroom set-up, participants **must have** something to write on.

Crescent rounds are an option. When used, participants sit at round tables that can accommodate eight or ten *but* are set for no more than five persons each, so participants can move chairs and face front.

The space should be large enough to also accommodate two easel-mounted flipcharts placed next to one another at the front of the room. The space *must* be commodious enough to give John the ability to move easily from the front of the space to its rear and from side to side. John needs a small table for water and miscellaneous materials.

The room must be capable of having low lighting levels in front of and to the sides of the screen, so PowerPoints can be seen easily. Also note that, based on experience, the room should be well ventilated and should have comfortable chairs.

Furniture and Equipment

Furniture and equipment needs will affect the size of the space required, and may affect other costs, too. We need:

- a large projection screen (*essential*: you must be able to dim or extinguish overhead lights in front of and to the sides of the screen without affecting other lights in the space);
- a projector cart or table large enough to *easily* accommodate a projector (if needed) and a laptop computer, and which can be located far enough away from the screen to ensure substantial image size;
- a lap-top computer if an overhead projection system is unavailable;
- an LCD projector;
- a wireless remote PowerPoint slide advancer (as a back-up to John's);
- a wireless microphone (hand-held preferred but lavalier is OK);
- power plugs (at least two), extension cords, and safety tape;
- two easel-mounted flipcharts placed side-by-side to the left or right of the screen;
- one box of new, colored markers for each easel;
- a small table (e.g., 2.5 foot square) John can use for miscellaneous material;
- a pitcher of water (no ice!) and a glass placed on the small table; and
- a sign-in table outside the room, where registrants can sign-in and pick-up their name badges, notebooks, and so on.

Other Materials

BCI will e-mail a set of hand-out materials for inclusion in a binder or notebook (preferred) of some type. Listed below, these include a schedule, exercises, and quizzes, along with various resource materials. We'll also provide sample exercise results and correct quiz answers, which are designed for notebook/binder inclusion, but which **must be distributed at the conclusion of**

the seminar, not before. We'll also provide instructions, a sample PDH form, and a sample sign-in sheet. You will need a sign-in/registration table where participants can pick up their notebooks, name badges, and so on. Note that some seminar sponsors bring along small packets of aspirin, Tylenol or some other nonaspirin headache reliever, cough drops, hard candies, and so on, for distribution to those who need such items.

Food

Food and beverages should be available during registration, at each of four breaks, and at lunch. A light lunch is suggested, to prevent people from becoming drowsy in the afternoon.

Name Badges

One week before the event, begin preparing name badges for attendees. Most people prefer to have their first names printed in large letters on the top, with other information (full name and affiliation) in smaller-size letters below, e.g.:

JOHN	or	BILL
John A. Doe		William A. Green
MNO Consultants		Anytown Public Works Dept.

Likely Total Costs

Chances are that your actual total costs will be somewhere between the likely minimums and maximums indicated below:

Item	Likely Minimum	Likely Maximum
BCI Fee	\$ 4,500	\$5,000
Speaker's Expenses	500	1,750
Printing	40	60
Space	0	750
A-V Equipment	0	275
Food	40/person	75/person
Hand-Outs/Name Badges	10/person	20/person
Promotional Materials	0	500
TOTAL	\$5,040 + \$50/person	\$8,335 + \$95/person

INCOME

You are at liberty to invite others to attend, and can charge whatever you want. We urge you to contact other area firms.

In a situation where the sponsors keep costs to \$5,040, plus \$50 per person, take 40 spaces of their own, and sell 40 spaces at, say, \$200 each, total income would be \$8,000 and total expenses would be about \$7,100 (assuming two or three "freebies" at lunch). As such, sponsors would pay nothing for their 40 participants and actually make a few dollars in the bargain.

PROMOTION

The extent of the promotional activity you perform is up to you. In some instances promotion will not be needed, as when two or three firms decide to put the program on for their own employees only, possibly with guests (e.g., client personnel or local officials). In other cases, you

may look to have outside firms involved. A telephone call will be in order for some; a hard-copy letter or e-mail could be appropriate; you may at to engage social media; you might want to create a website. An electronic and/or hard-copy brochure is a possibility, but that would be up to you; suggested brochure wording is provided.

SUGGESTED PROCEDURE AND SCHEDULE

The procedure you use is up to you, as is scheduling. We advise you to plan far enough ahead to ensure John's availability. The following suggestions may not apply in all cases.

Identify Sponsors/Procedures

Are you going to be the sole sponsor? While this may generate some additional prestige and visibility for your firm, assuming you will seek "outsiders," it may also result in additional cost and risk. You may be better served by inviting one or two other firms to cosponsor/coventure with you. On the other hand, if you're more adventuresome, you may wish to test the waters to determine how many of your peers may be willing to send their people at a given rate or various rates. Determine which approach will work best for you and then proceed. Note, however, that you may wish to have a fallback position. (Also note that the more you intend to rely on outsiders sending people at a given rate, the more time you should allow for promotion.)

Assign a Coordinator

Assign overall coordinating responsibilities to one person; having a back-up in place would be worthwhile.

Determine Your Costs

Before you start researching cost factors, you might wish to call John Bachner to determine if he may be in your area on some other business, to help defray some of the travel cost. You or other firms in your area may wish to retain John's service for a special assignment or a consulting activity of some type, and that, too, could result in lower costs applicable to the seminar. Check, too, about the rates currently in effect. This may not be the most current version of this material.

You can estimate what John's air travel costs by checking an on-line service like Orbitz. You can also estimate hotel costs by going on-line or by speaking with the facility where John will be staying. If you are using a hotel or conference center, chances are that's where John will stay, and the banquet or convention staff there will be able to fill you in on the costs of breaks and meals, AV equipment, and so on. If a sponsor's facility or some other type of less expensive facility will be used, determine what the cost will be to have food brought in (if necessary), for AV (if some or all has to be rented), and so forth.

The cost of hand-outs should not be high, and promotional materials should not usually require printing. If you intend to obtain income from a number of attendees, however, you will need to invest more money and/or time. Be aware of the impact of timing. If you intend to hold the seminar on a weekday during the busy season, it will be that much more difficult to attract "paying customers."

Knowledge of costs will be particularly important when it comes to setting rates or obtaining cosponsors.

Secure the Speaker

Call or e-mail John Bachner (tel. 304-870-4055 or john@bachner.com). John will send a confirming letter and will immediately obtain airline reservations. *In the event the seminar is rescheduled or canceled, you will be liable for the cost of nonrefundable tickets.* Note the costs associated with cancellation, discussed below.

Engage the Facility

As soon as a date is set, engage the facility you will use. A facility's availability may be a factor in setting a given date. Check the set-up you will employ, the equipment needed, and so on. You should speak with BCI's program director before finalizing arrangements for details. Lighting and seating often are critical issues.

Secure Accommodations for Speaker

Reserve a room for John in the same facility where he will present or in a nearby hotel if the facility has no sleeping rooms or if its rooms are of relatively low quality. Let John know about the arrangements *in writing* no later than four weeks before the event.

Set the Outsider Rate, Policies, Procedures

Assuming you are working with one or more other firms as cosponsors, you should meet to determine what you should be charging for outsiders. Because each of the sponsoring firms is likely to know some potential attendees, promotion should be pursued accordingly, that is, on an individual basis, preferably with telephone calls. You should also establish some policies and procedures up front, to avoid dilemmas later. For example:

- We assume that you will identify costs on a per-person basis, so that sponsors agree to pay up to \$___/per person to cover all costs.
- Determine who will be doing what; e.g., who will issue letters and make calls promoting the seminar, who will take reservations, who will prepare name badges, who will handle registration, and so on. How will the workload be shared?
- To the extent that outsiders can be attracted at a given rate, will the income be applied against total costs to lower everyone's unit rates, or will income be assigned to those who bring in the paying attendees? In other words, if costs are \$75/person, and Cosponsor A brings in five paying attendees at \$195 each, does that mean that Cosponsor A's overall costs will be reduced by the net derived from the paying attendees, or is the income just thrown into the pot for an overall calculation later? Resolve this issue up front to avoid hard feelings later.
- Time-based rates are often established to encourage early reservations; e.g., \$175/person for reservations received no later than two weeks beforehand and, after, a rate of \$200/person.
- Affiliation rates can also be established, with or without a time-based rate. For example, you may want to charge members of a local group you support (e.g., ASCE, ACEC) \$180 each, whereas nonmembers might have to pay \$210. You are at liberty to establish whatever affiliations you care to.
- Payment in advance usually is the easiest way to guarantee a reservation. If payment in advance is not required, it may be advisable to impose a premium charge (\$5, \$10, or more) in order to compensate for the time required to issue bills, and for the nonpayment risk involved. Payment in advance can help you avoid a number of difficulties, some of which are discussed below.
- "No-show" charges usually are advised. In other words, if someone reserves to attend but does not, you should charge the individual in any event, because someone likely was turned down.
- Cancellation charges usually are justified, and sometimes they are time-based. In other words, cancel one month beforehand and get your money back less \$25. Cancel two weeks beforehand, and get your money back less \$50. Cancel less than two weeks beforehand, and get nothing back.

- Nonattendees will sometimes call to explain how some dreadful event made attendance impossible, and why a no-show charge should not be imposed or money should be refunded. Determine how hard-nosed you want to be, who will make the decision, whether or not the decision can be appealed, and who makes the decision in the event of an appeal.
- Some people may not reserve and simply show up at the door. Will they be allowed in? If so, at what rate?
- Professional-development hours (PDHs) are available for participation in the seminar, but they may not be recognized by all states.
- Some firms will ask for transferability that is, sending Person Y to replace Person Z. This usually should be permitted.

Develop a Social-Media Campaign

You may wish to develop a social-media campaign, possibly starting with a website or a distinct area of an existing website. The material include in a news release could be used, possibly in bite-sized portions, in e-mails, texts, Facebook posts, LinkedIn, Instagram, and so on.

Prepare and Issue a News Release

You may wish to prepare and issue (electronically) a news release not only to local media, but to prospective attendees, too. If this is your intent, start to develop a news-release-recipients list as far in advance as possible. Identify to whom you and any cosponsors wish to issue the news release, and how you will keep track of who gets credit for given attendees, if that approach is necessary. Depending on the locality involved and the nature of the news media, it may be possible to obtain some favorable coverage. For example, if locally originated talk shows are broadcast by local TV or radio stations, it may be possible to interest the program's producer or talent coordinator in a panel discussion of some type. A newspaper interview may be appropriate, or you may even be able to arrange to have John address a local chapter of ACEC, NSPE, ASCE, etc., the night before. If this type of an approach appeals to you, do not rely on a news release to get the job done. You should start working on the concept as soon as you have a date. Feasibly, you could set the date of the seminar to coincide with some other event. If additional time will be required, speak with John about the additional fee, if any.

A sample news release shown in Appendix A also includes some instructional details.

Prepare and Issue a Letter of Invitation

You could issue a letter of invitation to selected prospective attendees instead of or in addition to a news release. If you issue a news release to prospects, chances are the letter should reach them just a few days later. A sample letter is shown in Appendix B.

Prepare and Issue a Brochure

Sample copy for a brochure is provided in Appendix C. Chances are a brochure will not be necessary. If you do intend to issue one, however, it should contribute to a positive image. Although the seminar may be inexpensive, the presentation will be a quality one. Promotional materials should bespeak quality.

Accept Reservations/Answer Questions

At the same time that you issue the initial promotional piece (e.g., news release or letter), one person should be appointed to accept reservations and answer any questions that may arise. Simple systems should be used to track reservations, and policy should be applied with respect to payment, e.g., payment in advance. A back-up should be designated to fill in when needed.

Payment Methods

It's helpful to be able to accept credit-card payments. If the facility is not available to you, you likely can set up a PayPal arrangement.

Deposit Checks

As checks are received, the reservation form should be marked to indicate the number of the check and the amount. The checks should be deposited promptly.

Prepare Check List

About one month before the seminar, start work on a checklist of things that should be brought to the seminar. List items as they occur to you. Some are referenced below.

Telemarket

If attendance is disappointingly low two weeks before the seminar, begin a telemarketing effort relying on peers to the greatest possible extent. Speak with people who should be attending or who should be sending people to attend. Encourage them to sign up while space still is available.

Have Hand-Outs Prepared

No later than two weeks before to the seminar date, you should receive from BCI MSWord versions of hand-outs that will need to be reproduced. Prepare enough copies for 110%-120% of registrants (some will want extra copies, etc.). Other items get packaged separately.

Prepare Badges

One week before the event, begin preparing name badges for attendees. Most people prefer to have their first names printed in large letters on the top, with other information (full name and affiliation) in smaller-size letters below, e.g.:

JOHN		BILL
John A. Doe	or	William A. Green
MNO Consultants		Anytown Publ Works Dept.

Bring some blank badges for those who are not expected.

Arrange for Speaker's Pick-up and Return

No later than one week before the seminar, make arrangements for John to be picked up at the airport and returned to it. If John is to take a cab or Uber, please let him know. Call or e-mail John to advise him of the arrangements. If he is to be picked up, tell him who will be doing it, where John will meet the person, what the person looks like, and what the person's cell-phone number is.

Identify Sponsor Representative

Agree on who will introduce the seminar leader. Give the individual a copy of the suggested remarks provided in Appendix D.

Prepare List

About two days before the seminar, complete a list of attendees, last name first. Leave space to put a checkmark by each individual's name, something that will be done at registration by the person assigned (preferably the one accepting reservations). If some people are expected to bring a check with them, that should be indicated on the form.

Pack

Two days before the seminar pack or otherwise assemble materials and equipment that will be needed. You probably will be wise to prepare a checklist, to help ensure everything is on hand. Among other items you will need (some of which may be supplied by the facility) are:

- wireless microphone (hand-held preferred but lavalier is OK),
- laptop computer (back-up),
- LCD projector,
- wireless remote slide advancer (back-up),
- extension cords,
- safety tape (to cover cords),
- projector stand,
- screen,
- two easels with a flip chart for each,
- two boxes (one box/easel) of new markers (black, red, green),
- small table inside the room at front,
- sign-in sheet,
- name badges,
- extra name badges and marker,
- attendance list,
- hand-outs (for before seminar),
- hand-outs (for after seminar),
- PDH forms,
- copies of all correspondence with facility (contract, banquet-event orders, etc.), and
- cash receipt book.

Verify Speaker's Pick-up and Return

The day before John is scheduled to arrive, check with the person who is supposed to pick him up (if that is the arrangement) to verify that the pick-up will occur. Verify, also, that arrangements for returning John to the airport have been made. Notify John of any changes.

Perform Quality-Control Checks

Arrive at the seminar site at least one hour beforehand to make sure that everything is set up as it should be; that the screen is in place and related lighting needs have been met; that the LCD projector is there and is working, the microphone works, the easels and markers are in place, etc. Learn how to control lighting in the space and the temperature. **Be sure to have piped-in music turned off.** Ask where the breaks will be served and verify that the location is acceptable. If other events are going on, ask the facility to install a notice on your break tables that the break is for your firm. Where will luncheon be served? Is the set-up acceptable? If a buffet is to be used, has food been placed so two lines of people can move by?

Lay out Materials

Lay out registration materials on the table outside the room. Someone should be sitting there until 15 to 30 minutes after the seminar begins, to register the late arrivals.

Verify Accuracy of Bills

You should receive a bill from BCI within two weeks of the seminar. Verify that the bill is accurate. Do the same with any bills received from the facility, from a printer, and so on.

Prepare a Report and Follow-Up

Prepare a report indicating total income and expenses. Bill parties as necessary, or forward a portion of receipts to them, etc.

CANCELLATIONS

In the event you must cancel your seminar after you have engaged the speaker, a fee may be due to compensate for the time spent in scheduling, and to compensate for revenue lost because the date could not be given to others. Cancellation fees are:

More than one month	\$ 350.00
Three weeks or more, but less than one month	450.00
Two weeks or more, but less than three weeks	550.00
One week or more, but less than two weeks	650.00
Less than one week	750.00

Any expenses incurred, as for plane fare or hotel accommodations, will also have to be paid.

APPENDIX A: NEWS RELEASE

A model news release is shown on the following pages. *Note:* The release assumes a geoprofessional audience. THE SEMINAR IS GEARED FOR ALL DESIGN, ENVIRONMENTAL, AND OTHER PROFESSIONALS AND ADMINISTRATORS who write and edit correspondence, proposals, and reports.

Before finalizing your news release, you may wish to e-mail it to John Bachner for his quick review and comment.

Identify someone recipients can contact for more details, to arrange for interviews, etc. You may want to select more than one, especially if one is likely to be busy, or two or more firms are sponsoring and you need to watch out for "politics," etc.:

FOR MORE INFORMATION, CONTACT:

Jane Doe (123) 456-7890, Ext. 11
jane@doe.com

or

John Smith (123) 567-8901, Ext. 22
john@doe.com

Now determine what your headline should be. If just one firm is sponsoring the seminar, its name could be used. If more than one, you may wish to say LOCAL FIRMS. You may wish to play up John Bachner's background in the field, given that John is probably the most prolific and best-known risk-management consultant in the AEE industry. Suggestions in this respect are:

[NAME OF FIRM] SPONSORS "WRITE RIGHT" SEMINAR

OR

DEAN OF RISK-MANAGEMENT CONSULTANTS TO

LEAD "WRITE RIGHT" SEMINAR

OR

"WRITE RIGHT" SEMINAR TO BE OFFERED [DATE]

The headline selected should be similar in nature to the headlines you see scattered about a daily newspaper. Leave wide margins and, if you choose to print the news release, print on one side of the paper only.

Conclude the news release with

#

or

-- END --

NEWS

MNO ENVIRONMENTAL CONSULTANTS, INC.
123 Any Road / Suite LL101
Anytown, MD 20910

VISIT OUR WEBSITE www.mnoenviro.com

FOR MORE INFORMATION

John Q. Doe
john@mnoenviro.com / 301/565-2733

PHOTO AVAILABLE

For Immediate Release

SEMINAR WILL ADDRESS BUSINESS WRITING FOR ENVIRONMENTAL CONSULTANTS, OTHERS

Anytown: A nationally recognized author and risk-management consultant will address consultants in the Anytown area on the basics of effective writing. The seminar will be held on [*day of the week*], [*month*] [*date*], 20[], at the [*name of facility*] ([*facility address*]), from [7:00AM to 5:00PM]. The seminar is sponsored by [MNO Environmental Consultants, Inc.].

According to [MNO President, Miles N. Miles, P.E.], "What we write lingers for years after a project is completed and can lead to professional-liability claims and losses. Few technical consultants have the training needed to write well. This really should not come as a surprise. Geotechnical, environmental, and civil engineers have been extensively educated and trained in their technical pursuits, not in the business and communications issues that encompass them."

John Philip Bachner, a Harvard English major, will lead the seminar. Mr. Bachner has authored some 1,000 books, manuals, texts, case histories, monographs, and other materials on professional-liability loss-prevention issues. He has had more than 2,500 magazine articles and columns published.

Topics to be covered in the seminar include, among others: the professional advantages of effective communication, including the importance of avoiding liability; the characteristics of good writing and techniques for beginning a writing project; proper use of nouns, verbs, pronouns, and other parts of speech, and typical mistakes of usage; and sentence structure, including subject and verb agreement, and active and passive voice.

The seminar is intended for firm and project managers, project engineers, environmental scientists, and other technical and nontechnical personnel in these firms who have contact with client representatives, who prepare or review contracts, develop proposals, or pursue similar endeavors.

For more information or reservations, contact John Jones at 123-456-7890.

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APPENDIX B: INVITATIONAL LETTER

The following letter is merely a suggestion. If you plan to develop a brochure, it may be wise to include it as an insert with this letter (and/or a news release).

Dear:

I'm inviting you to attend a *Write Right* seminar we're sponsoring, planned for [*day of the week*], [*month*] [*date*], 20[##]. The seminar is directed to civil, geotechnical, environmental, structural, construction-materials engineering and testing and other technical personnel, as well as the many nontechnical personnel who support technical activities and need to write well. You might want to bring others with you. We have room for [#] and [#] spaces have already been spoken for.

The seminar leader is John Philip Bachner. A Harvard English major, John authored the well-known *Contract Reference Guide*; the widely acclaimed *Expert*, a guide to serving as an expert; a comprehensive guide to alternative dispute resolution; and numerous other texts, manuals, and guides. John also developed and still leads the well-known Fundamentals of Professional Practice course and is author of John Wiley & Sons' *Practice Management for Design Professionals*.

John is top-ranked as a speaker and gets his audience involved. Some of the topics he will focus on include: the professional advantages of being a better writer; the characteristics of effective writing; basic rules of grammar and sentence structure; and common pitfalls. Participants will take brief quizzes to test their refreshed knowledge and give them a first-hand opportunity to fix bad writing. John emphasizes the importance of unambiguous, concise, and precise language and shows students how to avoid sloppy writing.

The seminar is not designed to turn people into instant authors. Instead, it will provide some solid information about basics, and should create a healthy awareness of when help is needed.

We are excited about this program. It will start at [7:00AM] with registration, and conclude about [5:00PM]. Breaks and lunch are included.

We are particularly pleased to be able to offer this program at the rate of just \$_____ for the first person to attend from your firm, and \$_____ for each additional person.

Let me know if you want to attend. Either send in the form I've attached, or fax it, or give me a call. This is a rare opportunity. I will be sending about [] people from my firm and [] will be sending [] from his.

Sincerely,

Name of Firm _____

Address _____

_____ ZIP _____

Name of Reservations Coordinator _____

Phone AC _____ - _____ Ext. _____

Please enroll the following persons at \$[#] each for the *Write Right* seminar to be given on [date].

PLEASE PRINT OR TYPE FULL NAME

First Name as You Want It To Appear on
Name Badge

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

I enclose our check no. _____ in the sum of \$_____, payable to [name of firm].

RETURN THIS FORM AND YOUR CHECK BY

NO LATER THAN [date] TO

[name of firm]

[address]

APPENDIX C: BROCHURE

The sample copy that follows was developed for a small brochure. Work with a competent graphic artist to have graphics prepared.

[*cover*]

WRITE RIGHT

An Introduction to Effective Writing for Technical Professionals

[*day of the week*], [*month*] [*date*], 20[##]

[*name of facility*]

[*facility address*]

A Full-Day Seminar

Sponsored By

[*name of firm(s)*]

A GREAT SEMINAR.

A GREAT OPPORTUNITY.

This seminar gives technical professionals and others a refresher about grammar rules and usage with examples related to their fields. Participants will practice writing strong, effective sentences that will give them more control of their expression and improve their general writing and editing skills. Importantly, the seminar leader will show participants how they can lessen their vulnerability to liabilities (and resulting lawsuits) caused by vague, ambiguous, and otherwise-faulty language. The seminar is led by a nationally acclaimed expert.

WHO SHOULD ATTEND

This seminar has been designed specifically for the technical and nontechnical personnel of civil-engineering, geotechnical-engineering, structural-engineering, environmental-services, construction-materials engineering and testing, and similar firms. Firm branch-office and project managers, environmental scientists, graduate engineers, professional engineers, directors of field service, marketing personnel, and others will benefit from improved writing skills.

SCHEDULE

7:00AM – 7:30AM	REGISTRATION, CONTINENTAL BREAKFAST
7:30AM – 7:35AM	LEADER INTRODUCTION
7:35AM – 8:00AM	I. OVERVIEW AND INTRODUCTION
8:00AM – 8:30AM	II. THE FUNDAMENTALS OF GOOD WRITING
8:30AM – 8:40AM	III. PARTS OF SPEECH
8:40AM – 8:55AM	A. Conjunctions
8:55AM – 9:00AM	B. Interjections
9:00AM – 9:10AM	BREAK
9:10AM – 9:25AM	C. Nouns
9:25AM – 9:55AM	D. Modifiers
9:55AM – 10:40AM	E. Verbs
10:40AM – 10:50AM	BREAK
10:50AM – Noon	Verbs, <i>cont.</i>
Noon – 1:00PM	LUNCH
1:00PM – 1:45PM	F. Pronouns
1:45PM	IV. SELECTED ISSUES
1:45PM – 2:05PM	A. Taboo Words, Including Absolutes and Superlatives
2:10PM – 2:30PM	B. Unequivocal (Absolute) Statements
2:30PM – 2:40PM	BREAK
2:40PM – 2:50PM	C. Jargon and Colloquialisms
2:50PM – 3:05PM	D. Expletives
3:05PM – 3:45PM	V. PROVIDING COMPLETE INFORMATION
3:45PM – 3:55PM	BREAK
3:55PM – 5:00PM	VI. PROOFREADING
	VII. E-MAIL AND INSTANT MESSAGING*
	VIII. PARALLELISM AND LISTS*

* *Time Permitting*

ABOUT THE SPEAKER

The seminar leader is John Philip Bachner, president and CEO of Bachner Communications, Inc., a business communication firm John established in 1971. John is a prolific writer. His more than 250 books, texts, manuals, and guides include GBA's *Contract Reference Guide* (editions 2, 3, and 3.1); the *ECS Contract Reference Guide*, editions 1 and 2; the *DPIC Guide to Better Contracts*; the *RA&MCO Contract Reference Guide*; and well-received books and guides on subjects such as forensic engineering, alternative dispute resolution, case histories, and limitation of liability. John Wiley & Son publishes John's *Practice Management for Design Professionals*; van Nostrand-Reinhold published his *Marketing and Promotion for Design Professionals*. McGraw-Hill and Charles C. Thomas have published additional books by John, and he also has to his credit some 2,500 magazine articles and columns, plus literally thousands of newsletters, case histories, brochures, and flyers. He has had more than a dozen movies produced. He has written, directed, and produced hundreds of successful television and radio ads. He lectures and leads seminars throughout the United States. His columns appear regularly in *GeoStrata* magazine.

ATTENDANCE IS LIMITED

We may have no more than ___ persons in attendance. First come, first served.

TO RESERVE

Complete the form and return it to us with your check in the amount of \$[] per person, payable to []. Reservations can be confirmed only upon payment in full. We will hold space for no more than 24 hours after receiving your call or fax. We advise you to courier your reservation and check. If we are unable to accommodate you, we will establish a waiting list.

CANCELLATIONS

Cancellations received by [*date*] will be honored with repayment in full, less a [\$25] cancellation fee. After that date, cancellations cannot be honored.

RESERVATION FORM

Name of Firm or Organization

Address

ZIP

Name of Person Coordinating This Reservation

Phone AC _____ - _____ Ext.

Fax AC _____ - _____ Ext.

E-mail

Please enroll the following persons at \$[#] each for the *Write Right* seminar to be given on [date].

PLEASE PRINT OR TYPE FULL NAME

First Name as You
Want It To Appear on
Name Badge

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

I enclose our check no. _____ in the sum of \$ _____, payable to [name of firm].

Prepare your check in the full amount, payable to [] and mail it by [date] to:

[name]
[address]
FAX: [AC / -]

APPENDIX D: SUGGESTED INTRODUCTORY REMARKS

My name is []. I'm the [*title*] of [*firm*], and I had the honor of helping put this event together.

Our speaker today is John Bachner, president and CEO of Bachner Communications, Inc., a business-communication firm John established in 1971. Part of John's business includes association management, and, from May 1, 1973 through October 31, 2015, he served as chief staff executive of the Geoprofessional Business Association (GBA), formerly ASFE. In fact, John has served as the chief staff executive of about 20 associations, many of which have been involved with engineering and real estate. John also serves as a consultant and is a prolific writer. His more than 250 books, texts, manuals, and guides include GBA's *Contract Reference Guide* (editions 2, 3, and 3.1); the *ECS Contract Reference Guide*, editions 1 and 2; the *RA&MCO Contract Reference Guide*; and well-received books and guides on subjects such as forensic engineering, alternative dispute resolution, case histories, and limitation of liability. John Wiley & Son publishes John's *Practice Management for Design Professionals*; van Nostrand-Reinhold published his *Marketing and Promotion for Design Professionals*. McGraw-Hill and Charles C. Thomas have published additional books by John, and he also has to his credit close to 2,000 magazine articles and columns, plus literally thousands of newsletters, case histories, brochures, and flyers. He has had more than a dozen movies produced; he has written, directed, and produced hundreds of successful television and radio ads; and he lectures and leads seminars throughout the United States.