

Easy and Clear: an inclusive approach to writing and producing information for different audiences

09:30 Introduction & icebreaker

09:45 **Session 1: Inclusive information – the subject**

- **Everyone matters** – who do we need to include and why?
- **Getting the message** – pulling out the key messages that different audiences will understand
- **Slash and burn** – taking away what you don't need
- **Breaking it down** - building the information in a way that speaks to everyone
- **Tone of voice** – it's not only what you say but how you say it

11:00 Refreshments/comfort break

11:15 **Session 2: Writing for different audiences – the theory**

Dealing with difference – what do we mean by 'different' and how can this difference inform the approach to producing information?

Easy and clear – what does it mean to be clear in our writing and how do we produce information that is fit for purpose but also inclusive?

Practice makes perfect – practical writing exercises introducing the easy and clear approach to converting information so it is easier to read and meets the requirements of the end user.

12:30 Lunch

13:30 **Session 3: Information clinic – the practice**

Group workshop - practical sessions looking at different types of information using real examples from the Trust.

Show & Tell - opportunity to work together in small groups in order to evaluate content and share approaches/ideas – is the information as inclusive/informative/readable as it could be?

15:00 Refreshment/comfort break

15:15 **Session 4: Learning outcomes & action points – the future**

Filling the gaps – what, if any, are the current gaps in information provision that need to be filled?

Making it happen - how can this training and the knowledge gained be used to ensure the organisation produces easy and clear information in the future?

Evaluate for change – how can we tell if an inclusive approach is working?

How do we check with our internal and external audiences that access to clear, inclusive information improves the overall experience of the Trust?

How can we implement and maintain a long- term cultural shift in attitudes to inclusive writing?

Roundtable feedback – key points to take back to work.

Handouts

16:15 **Wrapping it up**

Evaluation sheets & questions

16:30 End of training