Raincharm
Creating Delivering
Accessible Solutions

**Easy
and
Clear**
Making information
easy for everyone

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
- **Restructure -** rebuilding 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   Refreshment/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?

Roundtable discussion - group session looking at the appropriate use of content - on and offline – for different audiences.

Practice makes perfect – practical writing exercises introducing the easy and clear approach to converting existing information and creating new content.

12:30   Lunch

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

Workshops - practical sessions looking at different types of information – on & offline using real examples/pieces of work.

Show & Tell - opportunity to share group work in order to evaluate content and share approaches/ideas – is the information inclusive/informative/readable?

If not, why not? Sharing ideas and expertise.

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?

Making it happen - how can you actively influence and incorporate this training to ensure the organisation produces easy and clear information in the future.

Feeding it up – how to upwardly influence from a strategic perspective so that inclusive information becomes key to all outputs.

Roundtable feedback – key points to take back to work.

Handouts.

16:15   **Wrapping it up**

Evaluation sheets & questions

16:30   End of training