

# Effective Writing

An ACEC/MA Leadership Education Development Program

**Wednesday, April 26, 2017**

**8:00 AM to 12:00 PM**

**GEI Consultants, Inc., 400 Unicorn Park Drive, Woburn, MA 01801**

(This course will also be offered in the fall at GZA GeoEnvironmental, 249 Vanderbilt Ave., Norwood, MA 02062)

*"I took this program when I was a co-op at GEI a few years ago - it's certainly helpful to me with all the geotech reports I write."* Anthony Telesco, Jacobs

Improve your technical writing at ACEC/MA's **Effective Writing** program, with quality content in a format focused on skills especially needed by engineering and land surveying firms.

**Effective Writing** is modeled on the program offered by GEI for its employees. Tailored to the needs of employees, it is worth the small investment in time for you to take this course.

## Course Format:

- Goals: Clarity, Brevity, Think of the reader
- Simplifying words and phrases
- Active and passive voice
- Words to be avoided
- Writing for clarity
- Common mistakes of grammar and punctuation
- Taboo and caution words for our industry
- Report and letter organization
- E-mails, proposals
- Reviewing and editing draft reports
- Field Reports
- Specifications

**\*Fee: \$250 ACEC/MA member; \$500 non-members**

Register online: [http://bit.ly/Effective\\_Writing](http://bit.ly/Effective_Writing) or use this form.

Enrollment **limited to 25 participants** to ensure high quality learning and networking experience. **Registration is on a first-come, first-serve basis.**

Continental Breakfast and coffee will be served.

**Space Limited; Registrations & Cancellations by Friday, April 21, 2017.**

### Registration Information

Registrant Name: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

ACEC/MA Member\*     Non-Member

### Payment Options

Visa, MC or Amex or Checks payable to: ACEC/MA

Name on Credit Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City / State / Zip: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_

\*If your firm is an ACEC/MA member, you are an ACEC/MA member. To receive the Member Rate, login using your personalized login information. For help, contact [acecma@engineers.org](mailto:acecma@engineers.org) or call 617/227-5551.

**If mailing form with payment, mail to: American Council of Engineering Companies/Massachusetts, The Engineering Center  
One Walnut Street, Boston, MA 02108-3616, [www.acecma.org](http://www.acecma.org)**

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