



When Words Matter - Words Really Do Matter

An ACEC/MA Leadership Education Course

June 4, 11, 13, 2024: 3-session course, 3:00-5:00 PM on Zoom

Be ready for a highly interactive series of sessions focusing on case studies, group exercises, and valuable lessons learned. This *When Words Matter* course has been expanded to include professional writing specific to the documents developed by our engineers, scientists, and planners. This course includes three two-hour sessions with 2 modules per session and breakout discussions.

Presenters:

Session 1: **Scopes of Work and Qualifications**, Carol Lurie, VHB

Session 2: **Legal Language and Deliverables**, Michael Robertson, Donovan Hatem; Carol Lurie, VHB

Session 3: **Insurance and Quality Control**, Mike Herlihy, Ames & Gough; Carol Lurie, VHB

Facilitator: J. Matthew Bellisle, Pare Corporation

The words that we choose to use, while beautifully combined to convey our findings, to create an image of our approaches, or to detail our deliverables, can often lead us into trouble. As engineers, designers, managers, and business development professionals we strive to provide well crafted, detailed, and readable materials. These materials vary from business qualifications, and scopes of work, to technical reports and memoranda, and from field reports to specifications. Each product needs to speak to the intended audience with clarity to minimize legal risk and reduce insurance exposure.

This course goes beyond the basic writing skills necessary for grammatically correct technical reports and marketing documents, and addresses word choice, implied meaning, and assumption of risk. **The purpose of this course is to help writers with 5-8 years of work experience gain a better understanding of:**

- How to prepare readable documents for various audiences
- The value of quality control and consistency
- How to develop clear and unambiguous materials
- Writing as a collaborative process.

Fee: \$450 ACEC/MA member; \$900 non-members | Registration is on a first-come, first-serve basis.

To ensure a high-quality learning and networking experience, we are **limiting enrollment to 30***

**3 employees per firm, additional employees from your firm who are interested will be placed on a waiting list. Use 1 form per employee*

Registrations & Cancellations by Tuesday, May 28, 2024

Registration

ACEC/MA Member* Non-Member

Registrant Name: _____

Firm _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Email _____

Payment Options

Visa MC Amex or Check payable to: ACEC/MA

Name on Credit Card: _____

Billing Address: _____

Billing City/State/Zip: _____ / _____ / _____

Card #: _____ CSV _____ Exp: _____

Signature: _____

Email receipt to: _____



**If Your Firm is an ACEC/MA member, YOU are an ACEC/MA member. www.acecma.org This program is worth 4.5 PDHs (not in NY or FL), which may be accepted in some states for continuing education for PEs & PLSS.*

Register: Fax this form: 617-227-6783 or Email it: acecma@engineers.org **For check payment:** Email form to reserve your spot, then Mail payment + form to: ACEC/MA, The Engineering Center, One Walnut St, Boston, MA 02108-3616 | Need help? Contact: acecma@engineers.org or call 617/227-5551 *Supported by The Engineering Center Education Trust staff*