

# Effective Writing

A Virtual ACEC/MA Leadership Education Development Course

**2 Session Program: November 19 & 20, 2024**

**3:30 - 5:30 PM each day on Zoom**

With Instructor: **Carol A. Lurie, AICP, LEED AP, ENV SP, VHB**

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

**Effective Writing** is tailored to the needs of employees in engineering, land surveying, and other design professional firms. 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 avoid
- 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**

Use this form to register. **Enrollment limited to 25 participants** for a high-quality learning experience. **Registration is on a first-come, first-serve basis initial limit of 2 per a firm until 20 attendees are reached. There will be a waitlist.**

**We will mail the course workbook to you. Provide your current daytime mailing address in the registration information below, clearly marking whether it is your home or office address so that materials arrive in time.**

**Space Limited: Cancellations by November 12, 2024.**

### Registration Information

ACEC/MA Member\*  Non-Member

**Please mail the workbook to the address below, which is my (choose one)**  Home Address  Office Address

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

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

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

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

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

Email \_\_\_\_\_

### 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: \_\_\_\_\_

CVV: \_\_\_\_\_

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

Email receipt to: \_\_\_\_\_

\*If your firm is an ACEC/MA member, you are an ACEC/MA member. For help, contact [acecma@engineers.org](mailto:acecma@engineers.org) or call 617/227-5551. **If mailing form with payment be sure to email a copy of the form to reserve your space. Mail form & check to: American Council of Engineering Companies/Massachusetts, The Engineering Center, One Walnut St, Boston, MA 02108-3616, [www.acecma.org](http://www.acecma.org)**