

Welcome to the Webinar 'Writing to Win'

We will begin promptly
at 3pm (CEST)

- dial-in using the access code 7210911
- you can also use your computer audio
- we suggest you turn off Outlook, Skype etc.
- you can ask live questions in the bottom left corner box

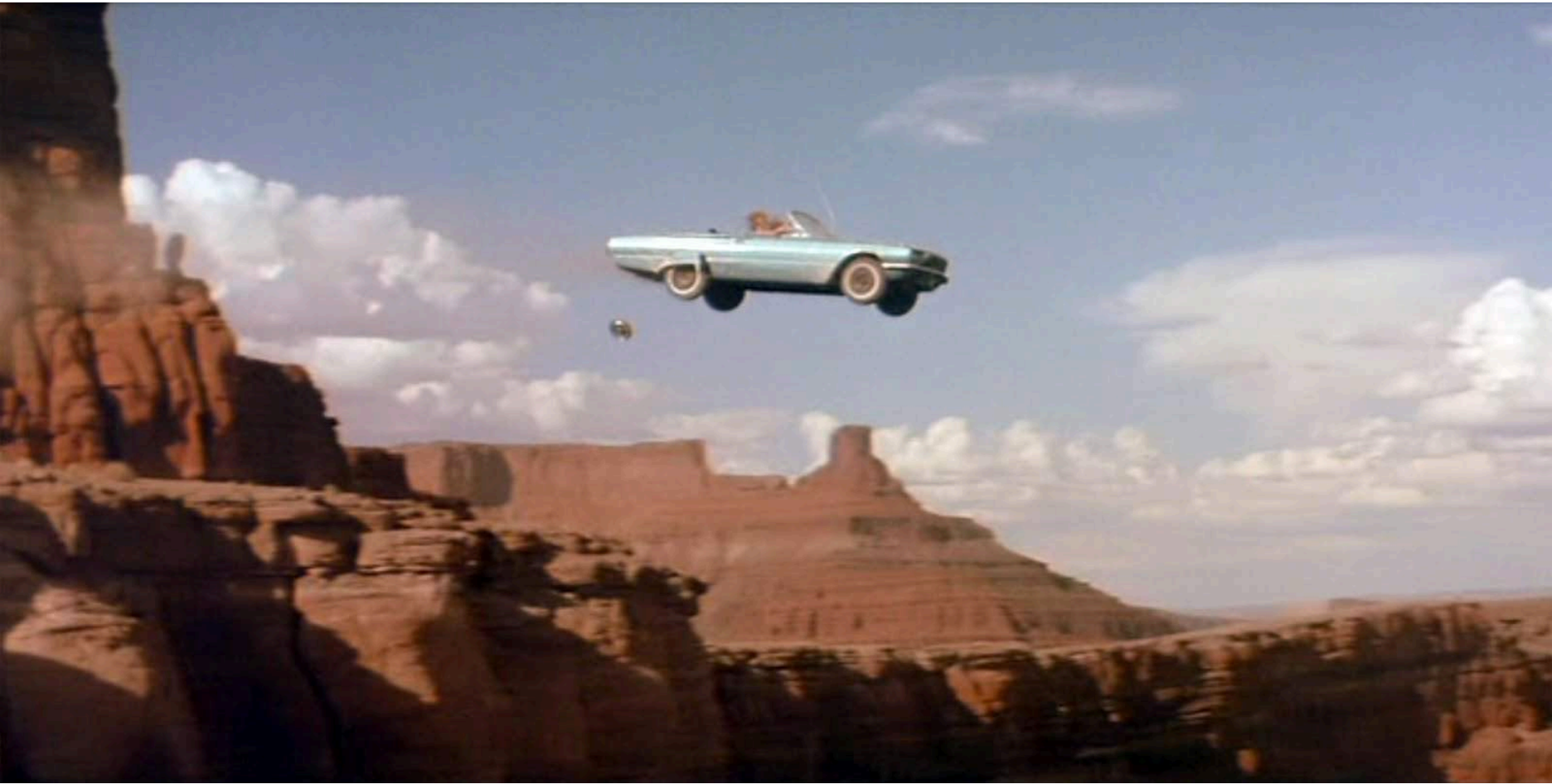
Writing to Win



Hi, I'm Meg



Why writing matters



Winning

FISH FIGHT

[HOME](#)[THE FISH FIGHT STORY](#)[INTERNATIONAL](#)[TIMELINE](#)[SHARE](#)

16.6K



150.7K



12



Hugh Fearnley-Whittingstall launched the Fish Fight campaign to end discards in 2010.

Now that European fisheries policy has changed, the campaign has come to an end.

[READ THE FISH FIGHT STORY >](#)

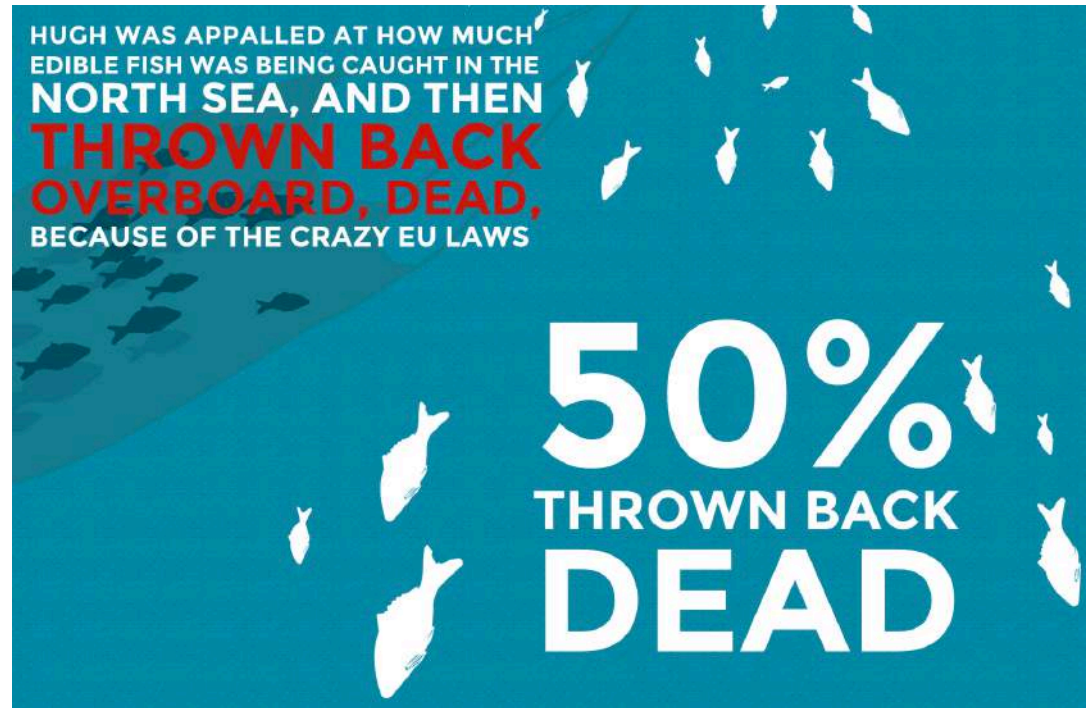
To stay involved in protecting our fish stocks and our seas, visit our friends at the [Marine Conservation Society](#) > They have great advice on what fish to eat in their [Good Fish Guide](#) >

[Good Fish Guide](#)

THE FISH FIGHTER'S TOOLKIT

Winning words

- Simple and clear
- Concrete
- Conversational, human tone
- Great design

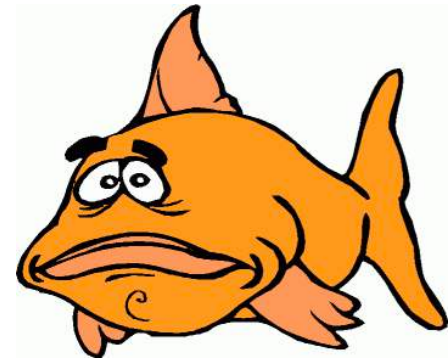


www.fishfight.net

Losing

“The fishing industry needs to comprehensively build our political expertise, which naturally lends itself to a return-on-investment rationale that draws on existing practice.”

- Unnamed fisheries advocacy organisation



Master communicators



#winning

Huh?

Tone deaf

Human or machine?

Jargon

Bilateral exchange =
Meeting

Message

No opinion, results
or passion.



Johannes Hahn ✓
@JHahnEU



+ Follow

Bilateral exchange of views with President
[@JunckerEU](#) in the margins of [#Commission](#)
meeting. [#TeamJunckerEU](#)





Fresh and fun



POLITICO

Brussels Playbook

Ryan Heath's must-read briefing on what's driving the day in Brussels.



Facebook



Twitter



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POLITICO Brussels Playbook: EU goes Mad Men — GE-whiz — State of the Union driving the day

09/09/15 7:10AM CEST



Facebook



Twitter



LinkedIn

POLITICO Brussels Playbook: Parliament power play — Trilogue dialogue — Farm protest pays off

09/08/15 7:10AM CEST

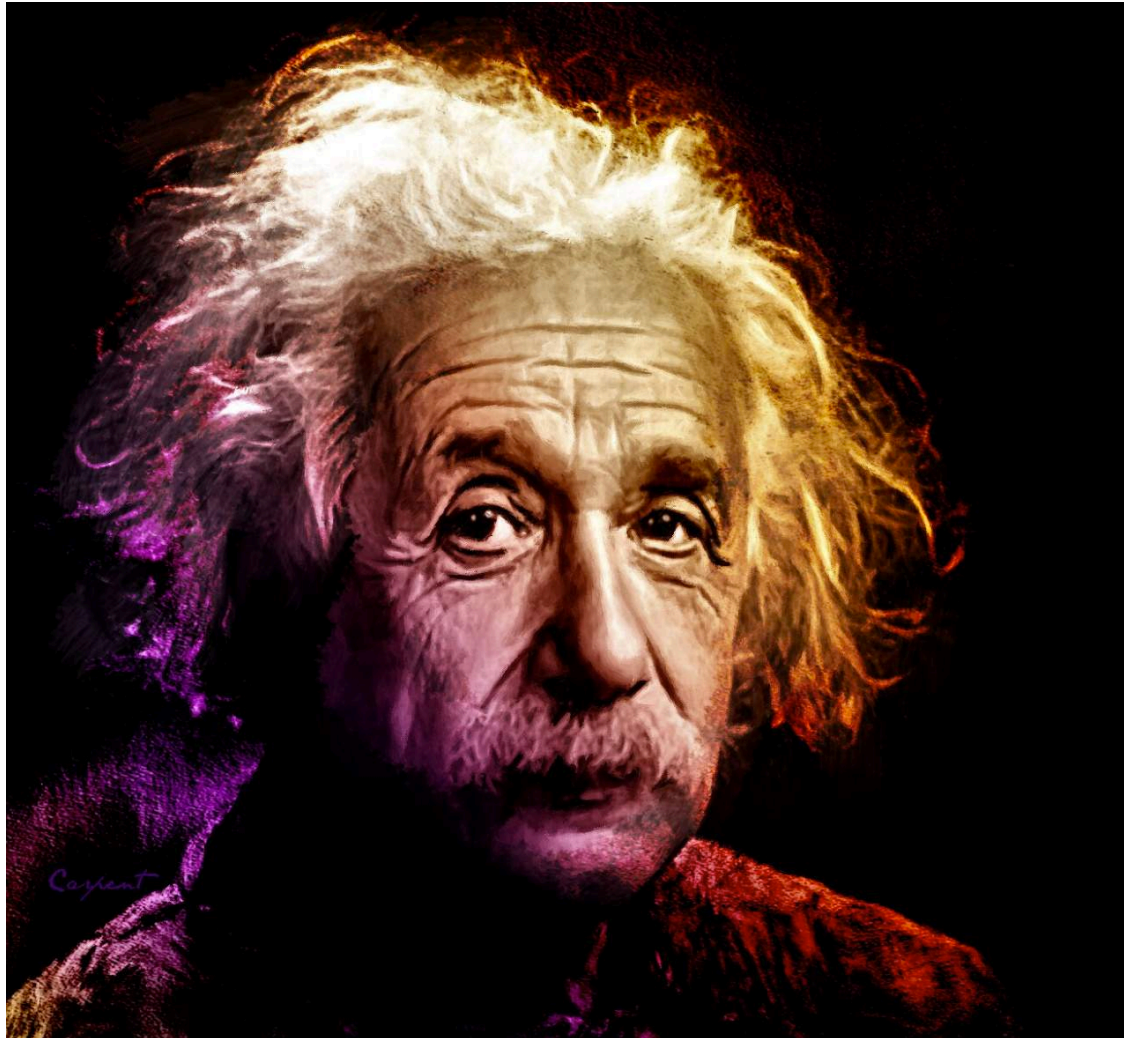
What now?



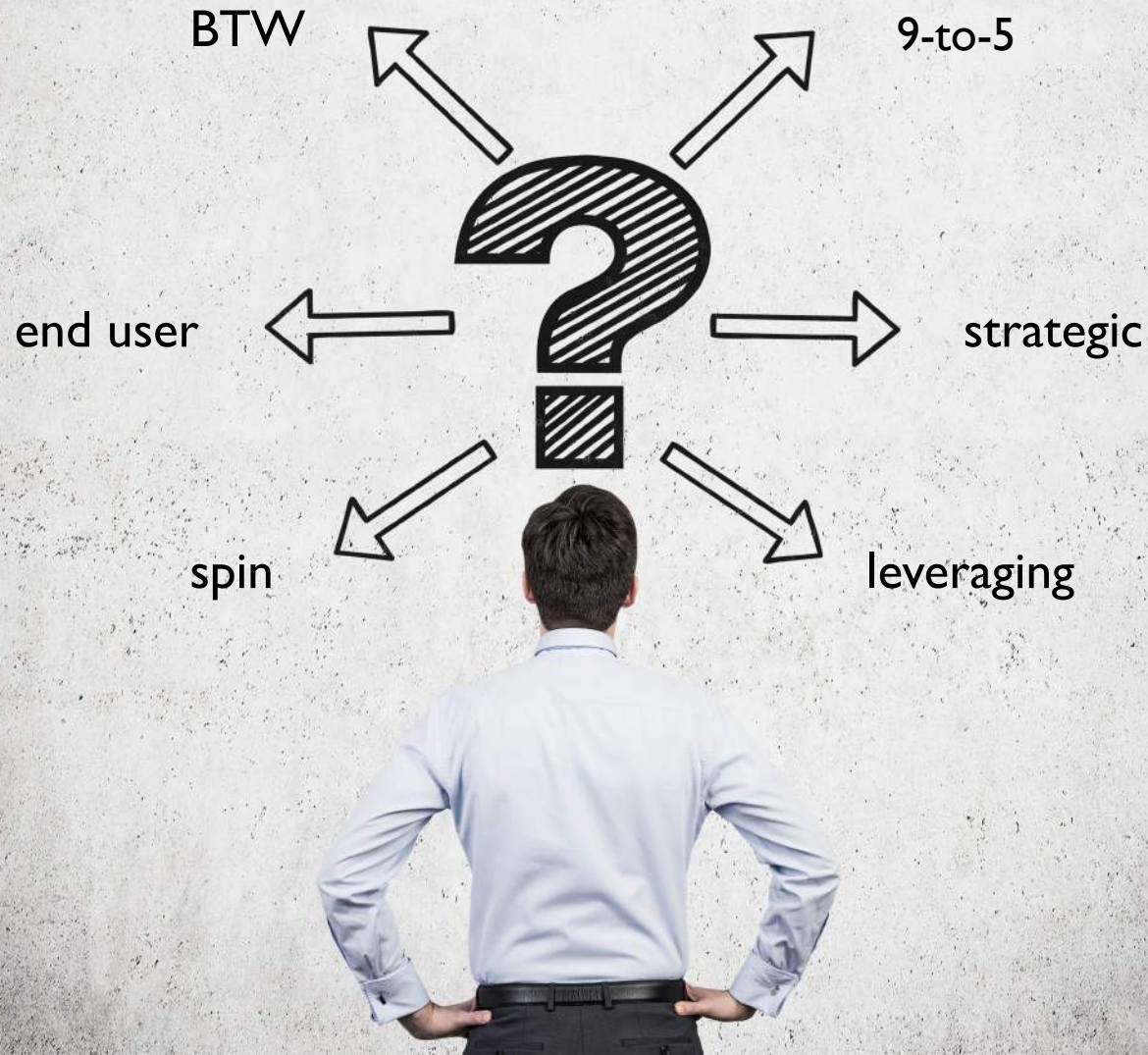
Identify and write for your audience



The curse of knowledge



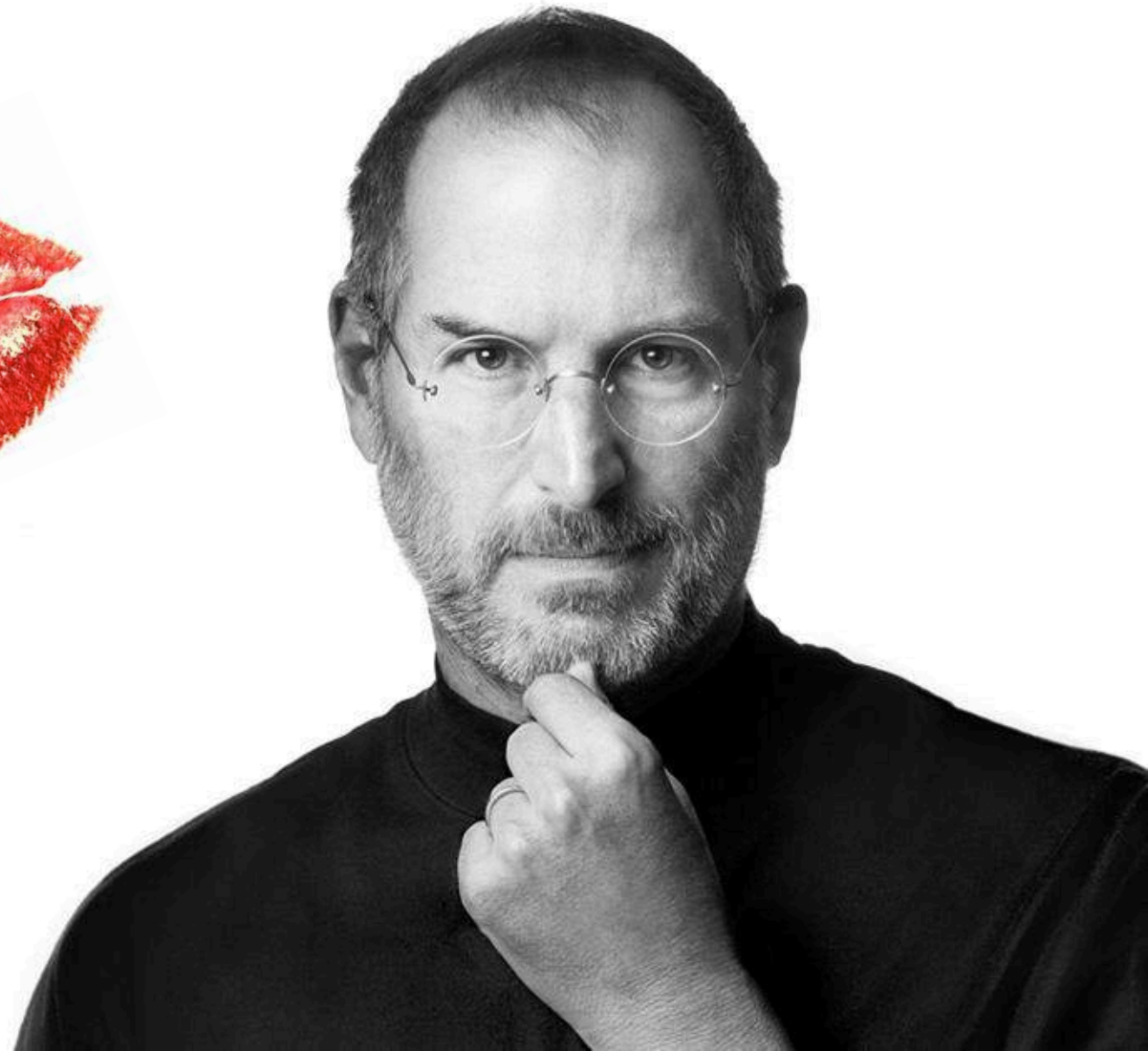
Jargon kills



Granny, the curse-killer

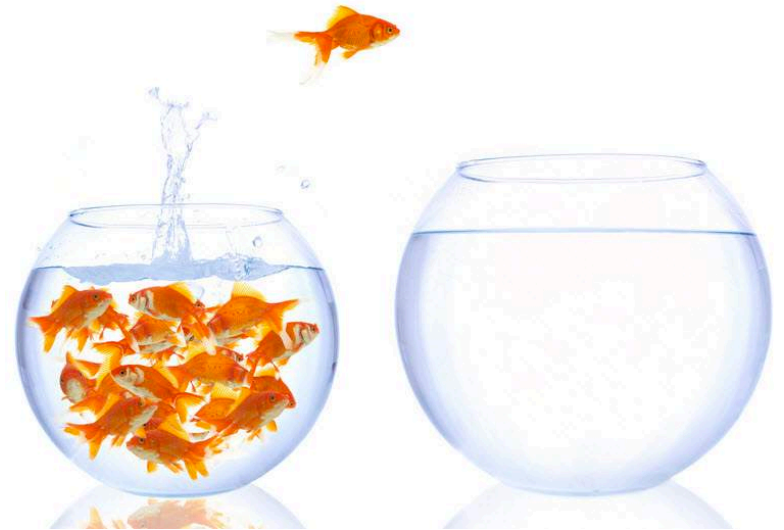


Keep it simple!



Simple can be hard

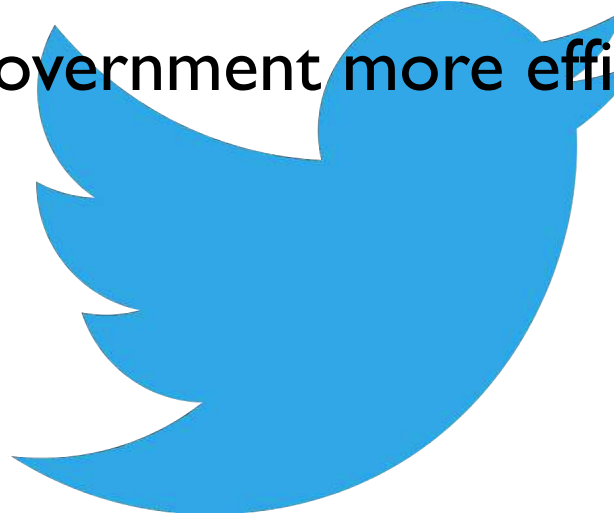
“The EU is increasingly coordinating national eGovernment strategies so as to facilitate exchange of best practices, set priorities and agree on common standards and specifications; the overall objective being to enhance the efficiency of public services in the EU Member States, and to establish a single market for eGovernment services in Europe.”

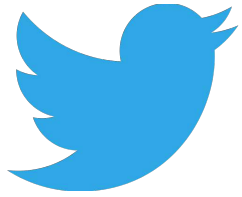


Twitter challenge

Aha!

“The EU wants to put more public services online to make government more efficient.”





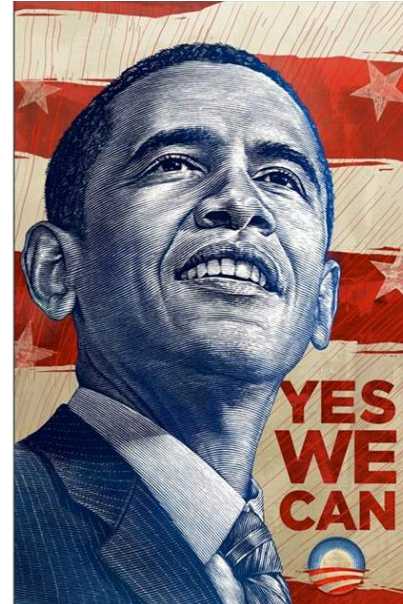
No space for wordiness

- Until such time as until
- In relation to about
- Over the duration of during
- With the exception of except
- In the event of if
- In order to to

Rule of 3



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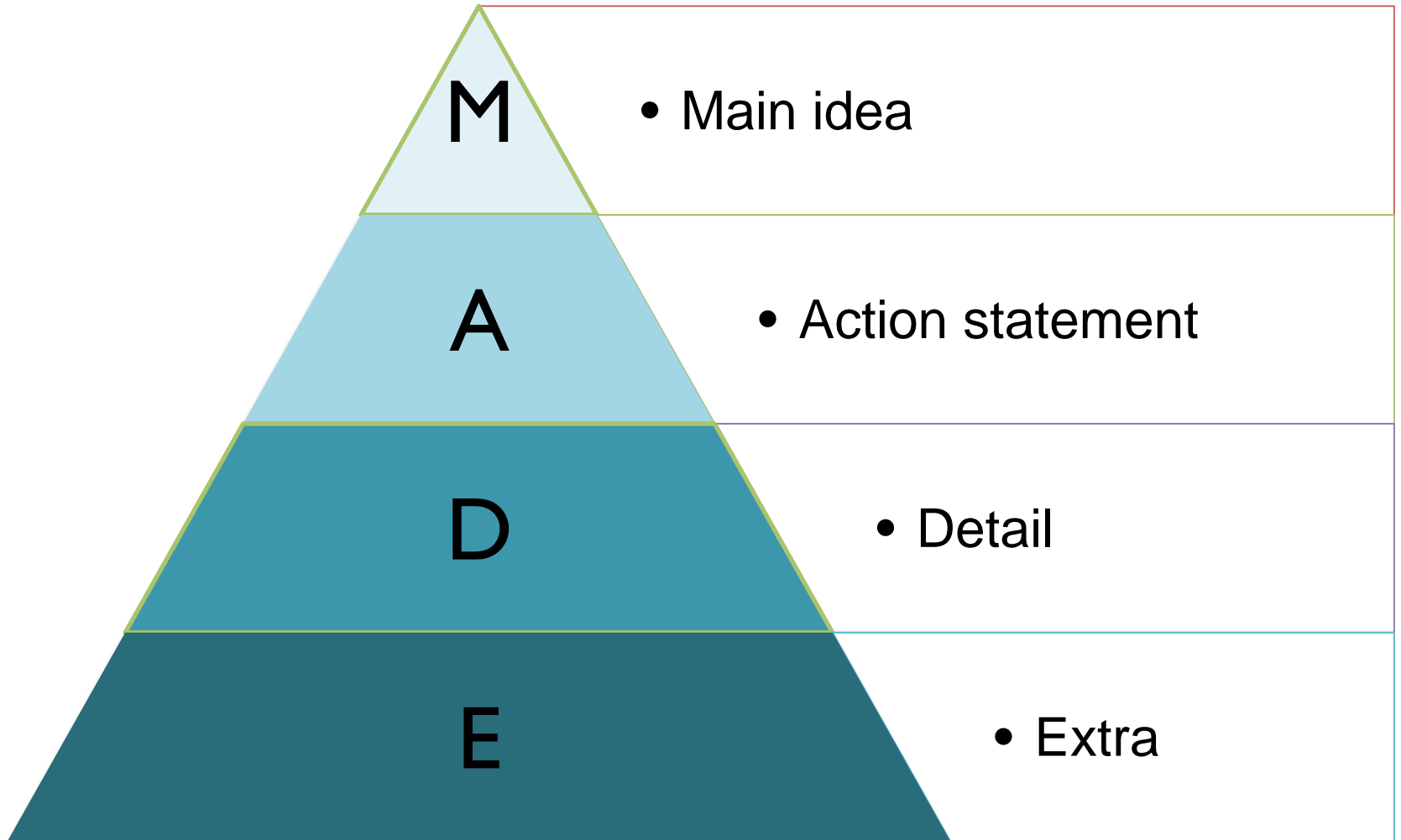
Structure



Don't bury the lead



Prioritize with MADE



MADE+

- No more hunting for the main message
- Reader gets exactly what you want them to do
- Reader can select content they want



Dress for success

- Use informative headings and sub-headings
- Use bullets
- Use infographics
- Pay a designer



Register for my workshop!

Date: 15 October

Time: 9:30 – 3:00

Fee: \$300 (members)
\$450 (non-members)



word

Workshop highlights



- Essentials of English style
- Creating “sticky” content
- Power of storytelling
- Importance of imagery

Word services



**I WISH YOU
SUCCESS!**

word



Questions?

Don't be shy!



Digital Advocacy Summit Brussels, 21 Oct 2015

14 European & US Speakers
Only 46 Places Left

www.pac.org/europe

Questions?

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