



SPECIAL SEMINAR

CATHY SOBOCAN, M.A.

Cathy brings over twenty years of radio and television broadcasting and teaching experience to her work as a communication skills coach. She has graduate degrees in journalism and voice teaching. She trained in the Theatre Department of York University, the Stratford Festival, and Second City. Her clients include Olympic athletes, CEO's, educators, media personalities, actors, speakers, and people who just want to be more confident at public speaking. She's the voice coach of TEDxToronto. She gives many corporate workshops on public speaking and writing. Read more about her at www.raiseyourvoicecoaching.com

SKILLS PRACTICE / CONCISE WRITING

Could you sum up your research in 140 characters and send it out in a Tweet?

We could spend years working on a graduate degree, but if we're unable to explain the results of our research in clear, concise writing, the information could go unnoticed.

Writing begins with thinking about your audience, and how information will affect that audience.

In this webinar, Cathy will share tips on how to write effectively for a wide range of audiences. Here's what we'll cover:

- How to simplify complex information so that anyone can understand it
- Organize your content
- Create your key messaging
- Write a headline

It's an interactive seminar with opportunities to take part in some writing exercises throughout

Monday, April 18, 2016 at 12:30 – 2:00 pm
Room LMB 500, Lassonde Mining Building, 170 College Street

This talk will be available online. Send a message to the email below to ask for the URL.
Space to attend in person is limited. Register via email today to reserve your spot.
Email contact: glaucia.lima@utoronto.ca

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