WRITE RIGHT SEMINAR 2024

TUESDAYS, OCTOBER 1, 8, 15, 22 | 11 AM - 1 PM | ZOOM

CalGeo — The California Geotechnical Engineering Association

Through taking this course, you will learn to make your business and technical writing **clear**, **correct**, **concise**, **complete**, and **considerate** in just four classes.

SESSION ONE
Orientation/Overview
The Fundamentals of Good Writing
Parts of Speech

SESSION TWO
Parts of Speech (continued)
Taboo Words

SESSION THREE
Absolute Statements
Jargon and Colloquialisms
Providing Complete Information
Proofreading

SESSION FOUR
Email and Messaging
List Preparation

JOHN BACHNER | PRESIDENT
BACHNER COMMUNICATIONS

John Philip Bachner, President and CEO of Bachner Communications, Inc., established his business-communication firm in 1971. A prolific writer, John's over 250 books, texts, manuals, and guides include GBA's *Contract Reference Guide* (editions 2, 3, 3.1, and 4); the *ECS Contract Reference Guide*, editions 1 and 2; the *DPIC Guide to Better Contracts*; the *RA&MCO Contract Reference Guide*; and well-received books and guides on subjects like forensic engineering, alternative dispute resolution, case histories, and limitation of liability. John Wiley & Sons published John's *Practice Management for Design Professionals*; van Nostrand Reinhold published his *Marketing and Promotion for Design Professionals*. McGrawHill and Charles C. Thomas have published other books by John. He also has to his credit some 2,500 magazine articles and columns, plus thousands of newsletters, case histories, brochures, and flyers. He has written, directed, and produced hundreds of successful television and radio ads. He is the creator of the profoundly influential Fundamentals of Professional Practice (FOPP) program, a six-month basic-training course whose alumni include more than 2,000 engineering and environmental firms' rising stars, more than 100 of whom are today the CEOs of the firms that enrolled them.

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