

The Institute for Plain English Research and Study presents

**6th Biannual Forum on**

# **PLAIN ENGLISH**

**Friday, February 9, 2018**

**9:30 a.m. - 3 p.m.**

**602 North, Main Building, UHD**

## **Our one-day forum will address the following topics:**

- Customer Service Writing: Why Companies Should Use Plain Language in Emails, Chats, and Tweets to Customers
- Seven Plain Language Practices That Will Release the Hot Air from Your Writing

## **KEYNOTE SPEAKER:**



**Leslie O'Flahavan** is owner of E-WRITE, the writing training company she formed in 1996. Leslie is a plain language practitioner who helps customer care organizations for some of the world's biggest brands write better email, chat, and social media to customers. She's a customer service writing expert who can teach the most stubborn, inexperienced, or word-phobic frontline employees to improve their writing skills, so they can do their jobs better. As a result of her work, E-WRITE clients improve their customer satisfaction ratings, reduce training cycles, improve productivity, and limit legal risk. Leslie's recent projects include helping Marriott launch live chat for their Sales IT Support team, training Air Canada's 150+ Customer Relations agents to write in the airline's updated brand voice, and writing a Social Media Guidebook for Hawaiian Airlines' Reservations team. She's helped thousands of employees apply plain language principles to their everyday work.

# PROGRAM

<b>9:30am - 10:00am</b>	Breakfast (on-site)
<b>10:00am - 10:30am</b>	Introduction to the Forum
<b>10:30am - 11:45am</b>	Session I. Customer Service Writing: Why Companies Should Use Plain Language in Emails, Chats, and Tweets to Customers
<b>11:45am - 12:30pm</b>	Lunch (on-site)
<b>12:30pm - 1:45pm</b>	Session II. Seven Plain Language Practices That Will Release the Hot Air from Your Writing
<b>1:45pm - 3:00pm</b>	Q&A; Closing Remarks and Evaluations

## **Forum Co-Organizers:**

Michelle Moosally and Natalia Matveeva, English Department, UHD  
The Institute for Plain English Research and Study (IPERS)  
[www.uhd.edu/ipers](http://www.uhd.edu/ipers)

## **Contact Information:**

For questions or comments, email us at [matveevan@uhd.edu](mailto:matveevan@uhd.edu) or call (713) 222-5371.

## **Sponsors:**

This program is made possible in part by the Faculty Development Award, the English Department, and the Institute for Plain English Research and Study at UHD.