



WriteMark New Zealand Plain English Conference and Awards 2007

Sponsorship invitation

Plain English in practice

The financial and social benefits of plain English in government and business

The WriteMark New Zealand Plain English Conference and Awards 2007 aim to:

- raise public awareness of the need for and benefits of plain English
- create a public preference for organisations that choose to communicate in plain English
- help delegates work towards achieving a plain English culture in their own organisations
- promote the importance of writing to an agreed plain English standard—either the WriteMark or an organisation's own plain English standard.

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An exciting sponsorship opportunity

WriteMark Limited invites your organisation to be one of the sponsors of the WriteMark New Zealand Plain English Conference and Awards 2007.

The 2007 Conference and Awards will involve up to 150 delegates and guests from the banking, insurance, academic, legal, government, medical, accounting, and publishing sectors. At the hugely successful 2006 Conference and Awards, government and legal organisations were particularly well represented.

This year's Conference and Awards will be held on 16 November 2007 at the Copthorne Hotel and at the Museum of New Zealand Te Papa Tongarewa in Wellington.

Conference theme

This year's conference theme is 'Reality check—the challenges and benefits of plain English in government and business'.

The 2007 conference will feature:

- news from other countries that have made plain English a principle of democracy
- the benefits of user-testing documents and how to do it (including a live, electronic polling demonstration that tests reader understanding)
- top tips for dealing with lawyers (and other doubters)
- an exciting new development in information design
- tried and tested methods to start and maintain a plain English culture at your place
- research-based principles of web communication.

What is the plain English movement?

The movement to replace 'gobbledygook' in official and business documents with plain English began in Britain in the 1970s. It is now a global movement involving government agencies, public and private sector businesses, corporations, consultants, voluntary organisations, and networking groups throughout the English-speaking world. Plain language movements are also developing in non-English-speaking countries such as Russia and Sweden.

In recent years, New Zealand businesses and government agencies have become more aware of the benefits of providing their clients with readily understandable documents.

Plain English allows people to participate in social, commercial, legal, and leisure activities more effectively because they are able to understand the information presented to them. Plain English also has documented benefits for organisations that use it in their publications—including significant cost savings.

What is the WriteMark?

WriteMark is New Zealand's plain English quality mark. Only documents and web pages that have achieved a set standard of plain English can carry the WriteMark Plain English Standard or the WriteMark Plain English Standard for Websites. Launched in 2005, WriteMark is founded on the belief that plain English benefits every organisation and every person that the organisation communicates with.

Organisations that have received the WriteMark include:

- Insurance Council of New Zealand
- Royal New Zealand Plunket Society
- Insurance and Savings Ombudsman
- Inland Revenue Child Support
- PCS Computer Training Limited
- AA Life Services
- New Plymouth District Council
- Asteron Life Limited
- Francis Consulting Limited
- MedInfo Limited.

Many other organisations use the WriteMark standard as an audit benchmark to reveal the quality of writing across their organisation.

The WriteMark is promoted and administered by Write Group Limited.

Benefits of sponsoring this event

Sponsorship is about buying the right to associate your organisation with an event, in order to make sales, connect with a target audience, or heighten your organisation's image. It is about gaining access to people who may want to do business with your organisation.

In return for your investment in the WriteMark New Zealand Plain English Conference and Awards 2007, your organisation will have excellent opportunities to:

- be exposed to a large, relevant group of senior decision makers throughout the country, before, during, and after the conference
- network to promote your product or service
- showcase your organisation in a new and innovative way
- position your organisation as a 'thinking' organisation and a strategic contributor to the plain English movement
- associate your company with a developing global movement that promotes effective and clear communication.

Who attended the 2006 Conference and Awards?

Delegates

Here is a sample of the types of delegates who attended the 2006 Conference and Awards.

business writers and trainers | communications executives and managers | design advisors | directors | documentation analysts | editors | human resources managers | lawyers | lecturers | marketing managers | ministerial services coordinators | parliamentary counsel staff | patent attorneys | publications managers | reporters | researchers | technical writers | website managers

Organisations

Here is a sample of the organisations that attended the 2006 Conference and Awards.

A J Park | Asteron | Broadcasting Standards Authority | Buddle Findlay | Department of Building and Housing | Department of Conservation | Department of Corrections | Education Review Office | Environment Bay of Plenty | Foundation for Research, Science and Technology | Greater Wellington Regional Council | IAG New Zealand Ltd | Inland Revenue Department | Learning Media Limited | Legal Services Agency | Manukau Institute | Medicine Information Systems Ltd | Meridian Energy | Ministry for the Environment | Ministry of Agriculture and Forestry | Ministry of Fisheries | Ministry of Health | New Zealand Trade and Enterprise | New Zealand Police | New Zealand Qualifications Authority | Office of the Clerk of the House of Representatives | Opus

International Consultants | Parliamentary Counsel Office | PCS Computer Training Ltd | Pharmacy Guild of New Zealand | Scion | Securities Commission | Simpson Grierson | Standards New Zealand | Statistics New Zealand | The Lawlink Group Limited | The Leaning Dictionary | Tourism New Zealand | Transpower New Zealand Limited | Unitec | University of Canterbury | Victoria Continuing Education and Executive Development | Wellington City Council

Keynote speakers for 2007

Dr Annetta Cheek

Chair, Center for Plain Language (Washington DC, USA)

A veteran leader in the plain language movement, Annetta Cheek, PhD, has spent many of her 25 years in federal government helping to make documents plain. Regulatory activities, especially writing and editing regulations, have occupied much of her career.

In 1994, Annetta became one of the first government employees to be involved in the federal plain language movement. In 1996 she moved to Vice President Gore's National Performance Review, where she was charged with spreading the plain language initiative across the federal government. She helped found the Plain Language Action and Information Network (PLAIN), a group of federal employees promoting plain language, and served as its chair until her retirement from the government in early 2007. She also developed PLAIN's website at www.plainlanguage.gov.

In 2003, Annetta and several plain language colleagues founded the nonprofit Center for Plain Language in Washington DC. Annetta currently serves as the Chair of the Center's board. In 2005 she received the Center's first award as an 'Outstanding Plain-Language Leader in Government'.

Annetta has helped organise plain language programmes in several different agencies and has trained hundreds of federal and private sector employees in plain language and writing for the web.

In 2006 Annetta testified before the House Government Reform Committee's Subcommittee on Regulatory Affairs in support of the Regulation in Plain Language Act (H.R. 4809). Her testimony supported what plain language and usability experts have long known: clear, concise, easy-to-understand regulations will save governments (and taxpayers) time and money.

Dr Susan D Kleimann

President, Kleimann Communication Group (USA)

Susan Kleimann, PhD, is one of the foremost leaders in the US on clear communication in written documents. With over 30 years experience, Susan has also become an internationally recognised expert on the tangible benefits of plain English. She is a sought-after speaker on qualitative and quantitative research and evaluation, information design, instructional design, and organisational process analysis.

Since founding Kleimann Communication Group in 1997, Susan has led numerous research and document design projects to connect public or organisational policy with people in a meaningful way. She and her team have evaluated and redesigned many high-profile documents that have produced measurable results for both the organisation and consumers.

Some of Susan's many clients include the Internal Revenue Service, the Federal Trade Commission, and the Securities and Exchange Commission. Susan has testified before the Senate about the information needs of the elderly, won numerous awards for her work, and published many articles and books.

Susan served as the first Executive Director of the Center for Plain Language and as the second Director of the Document Design Center at the American Institutes for Research. She also received a prestigious fellowship from the US Government Accountability Office.

Nathan McDonald

Executive Director, Mustor Institute (Australia)

Nathan McDonald, founder and Executive Director of Australia's Mustor Institute, has been involved in the development of a suite of over 80 products that increase the speed and accuracy of business document comprehension. A compelling and innovative presenter, he has been invited to speak at law, compliance, business, engineering, and defence conferences in Europe, USA, and Australia.

Nathan is the author of over 15 books, manuals, and reference wall charts on understanding and administering safety instructions, internal business procedures, technical specifications, government regulations, and contracts. Nathan has 15 years experience in a wide variety of businesses covering risk management, corporate governance, consulting, quality assurance, corporate psychometric testing, and education. Nathan works with clients from many fields, including banking, government, information technology, fast moving consumer goods, health, insurance, defence, construction, and mining.

Christopher Balmford

CEO Words and Beyond, CEO Cleardocs.com (Australia)

Christopher Balmford, LLB, is a former lawyer and the founder and CEO of two leading plain language organisations in Australia—Words and Beyond and Cleardocs.

Words and Beyond provides plain language training and document writing, rewriting, and editing services, and helps implement communication cultural change programmes.

Words and Beyond was launched in Australia in 1999. Its clients include the Australian Stock Exchange, eight of Australia's top 10 national law firms, many listed companies, various government bodies including the Australian Securities & Investments Commission, the European Central Bank, and the UN's International Labour Organization.

Cleardocs is a revolutionary document production website that delivers automated standard legal documents online. The documents are all in plain English and offer significant time and cost benefits.

The Cleardocs system is used by more than 5000 professional accountants, lawyers, financial planners, and others. The company is also a preferred supplier to many large networks of professional firms, including the largest Australian-based network of accountants.

In 2007 Christopher became President of Clarity—an international association promoting plain legal language (www.clarity-international.net).

Masters of ceremonies

Conference

Duncan Sarkies | Playwright, screen writer, fiction writer, and stand-up comic

Lee Hatherly | Writer, comedienne, broadcaster

Awards

Kevin Milne | TVNZ presenter, *Fair Go* host

Awards judges

David Russell | former Chief Executive, Consumers' Institute

Jacque Harrison | Head of School, School of Communication, Unitec

Rachel McAlpine | Director, Quality Web Content Ltd

Sponsorship types, levels, investments, and benefits

The level of benefits you receive will depend on your contribution.

Sponsorship benefit	Bronze	Silver	Gold	Platinum
	\$1,000–\$2,999	\$3,000–\$4,999	\$5,000–\$9,999	\$10,000 +
Conference satchel pack inserts	✓	✓	✓	✓
Acknowledgment during the day	✓	✓	✓	✓
Advertising—programme	✓	✓	✓	✓
Logo on website with link	✓	✓	✓	✓
Sponsorship banner / poster	✓	✓	✓	✓
Logo with description	-	✓	✓	✓
Acknowledgment on programme slides	-	✓	✓	✓
Exhibition space (one space)	-	✓	✓	✓
One conference registration	-	-	✓	✓
Email broadcast campaign	-	-	✓	✓
Awards dinner ticket	-	-	✓	✓
Logo on general advertising	-	-	✓	✓
Acknowledgment in media releases	-	-	✓	✓
Naming rights for award category	-	-	✓	✓
Pre-promotion access to delegate list	-	-	-	✓
5-minute presentation to the audience	-	-	-	✓
Logo on conference satchels	-	-	-	✓

Note

We are happy to consider any other sponsorship options including in-kind payments. Please call Justine Carr on 04 499 5703 to discuss any suggestions you may have.

Conference publicity campaign

Target audience

The conference promotional campaign will be aimed directly at industry sectors that have a special interest in communicating effectively with their clients. The primary sectors that we have identified are banking, insurance, accounting, academic, medical, legal, and government.

Following on from the success of last year's media exposure, we intend to promote the 2007 Conference and Awards in the following ways:

- first and second announcement using email database
- targeted direct mailout using email database
- registration brochure mailout using email database
- editorial through mainstream media, for example, the *New Zealand Herald*, the *Dominion Post*, the *Press*
- development of free editorial, news stories, and interviews for television, for example, the *Breakfast* programme
- feature story ideas for newsletters and information materials produced by WriteMark Conference and Awards sponsors
- media access to the international keynote speakers and the award category winners for interviews and expert commentary
- dedicated conference website and links to sponsor websites
- poster displays and banners.

Media exposure for the 2006 Conference and Awards

Media exposure for the 2006 Conference and Awards included:

- segment on *Campbell Live*, TV3
- keynote speaker interviews with Chris Laidlaw, National Radio (*Sunday* programme)
- feature article—*Her Business* magazine
- feature article—the *Dominion Post* newspaper
- feature article—*Clarity* journal
- feature article—*New Zealand Lawyer* journal
- media statements and articles on the WriteMark and award winners' websites.

Sponsorship conditions

Sponsorship funds will contribute to the promotion, planning, and operation of the conference and awards. Funds will be used to subsidise cost components such as printing, promotion, speakers' and facilitators' fees, and so on.

Sponsorship conditions are negotiable and the conference organisers are open to discussion of other special requirements or sponsor benefits.

Sponsors are responsible for producing their own banners or other promotional material.

Organisations that sponsor a plain English award are not eligible to enter that award category.

Conference manager's contact details

For any enquiries about sponsoring the New Zealand WriteMark Plain English Conference and Awards 2007, contact:

Justine Carr

Conference & Event Manager

Corporate Events & Marketing

PO Box 13726

Wellington 6440

Phone: 04 499 5703

Cell: 021 503 033

Email: Justine@cem.co.nz

Website: www.cem.co.nz

WriteMark contact details

For further information about WriteMark, contact:

Christopher Travers

WriteMark Business Development Manager

WriteMark Limited

PO Box 9840

Marion Square

Wellington 6141

Phone: 04 801 2550

Email: Christopher@writemark.co.nz

Website: www.writemark.co.nz