WriteMark Conference 2007

Friday, 16 November 2007	
Time slot	**Programme**
8.15am–8.50am	Registration
9.00am–9.15am	**Setting the scene**
	Welcome **MCs** | Duncan Sarkies and Lee Hatherly
	Opening address | Lynda Harris Director, Write Group Limited
9.15am–9.45am	**Keynote address** | Dr Annetta Cheek Chair, Center for Plain Language (Washington DC, USA)
9.50am–10.20am	**Keynote address** | Dr Susan Kleimann President, Kleimann Communication Group (Washington DC, USA)
10.25am–10.40am	**Morning tea**
10.45am–11.00am	**Award report** | A J Park 2006 winner of the Plain English Champion—Best Organisation award
11.00am–11.30am	**Keynote address** | Nathan McDonald Executive Director, Mustor Institute (Australia)
11.45am–12.50pm	**Keynote workshops** | Round 1 (concurrent)

	Dr Annetta Cheek	**Christopher Balmford**	**Nathan McDonald**	**Dr Susan Kleimann**
	Chair, Center for Plain Language, USA	Founder of Cleardocs and Words and Beyond Pty Ltd, President of Clarity, former lawyer	Executive Director, Mustor Institute, Australia	President, Kleimann Communication Group, Inc.
	Plain language writing and design on the web	Dealing with lawyers (and other doubters) and maybe even changing their minds	Test reader understanding and learn from the results	Using testing to improve your documents

12.50pm–2.00pm	**Lunch**
2.00pm–2.40pm	**Case study presentations** | New Zealand organisations (concurrent)

	Anton Murashev	**Prue Bentley**	**Paul Irving**	**Lynda Jelbert**	**Christopher Travers**
	Manager, Castalia Strategic Advisors	Communications Coordinator, Environment Bay of Plenty	Policy Manager, Central Government Policy Group, Ministry for the Environment	Business Advisor Human Resources, New Zealand Trade and Enterprise	WriteMark Business Development Manager, WriteMark Limited
	Creating a plain English culture in an economic consulting environment	Starting your organisation's plain English programme	Plain English in the policy environment	How we started small and ended up global	The WriteMark—the what, the why, and the how

2.50pm–4.00pm	**Keynote workshops** | Round 2 (concurrent)			
	Dr Annetta Cheek Chair, Center for Plain Language, USA Plain language writing and design on the web	**Christopher Balmford** Founder of Cleardocs and Words and Beyond Pty Ltd, President of Clarity, former lawyer Dealing with lawyers (and other doubters) and maybe even changing their minds	**Nathan McDonald** Executive Director, Mustor Institute, Australia Test reader understanding and learn from the results	**Dr Susan Kleimann** President, Kleimann Communication Group, Inc. Using testing to improve your documents
4.00pm–4.15pm	**Afternoon tea**			
4.20pm–4.50pm	**Panel discussion** | Keynote speakers and guests			
4.50pm–5.00pm	Conference wrap-up			
5.00pm	Finish			

WriteMark Awards 2007

Friday, 16 November 2007	
Time	**Programme**
7.00pm	Cocktails
7.30pm	**Welcome** **MC** | Kevin Milne TVNZ Presenter, *Fair Go* host
	Entrée
	Awards ceremony | Part 1
	Main meal
	Keynote address | John Ansell Simpleman
	Dessert
	Awards ceremony | Part 2
	Tea and coffee
	Entertainment | Don Franks' Twilight Sounds
11.00pm	Finish

Disclaimer: The organisers reserve the right to change the programme if necessary.