

Your guide to writing about your event

Our guide to creating a successful event write-up will help you raise the profile of your branch and share best practice

Writing about your branch event is a great way to give members an insight into your branch, motivating them to come to events in the future. Our top tips for your event write-up will help you to make sure you are showcasing your events in the best possible light while raising the profile of your branch.



Word count

Your branch event write-up should be no longer than 400 words in length.



Article structure

Introduction: Your article should start with an introduction, which sets the scene. Explain when the event happened and detail the events location, if possible include the number of people that attended the event. Next, explain why the event was organised and what you hoped to achieve on the day.

Main body: The body of the article should focus on the outcomes of the event. For example, what did you learn on the day? Explain the structure of the event. For example, if your event was a factory tour, give the reader an insight into what you saw and any activities you completed. If the event was a talk by a thought leader, briefly detail the main points the speaker covered.

Conclusion: Lastly, explain what you found valuable about the event and why attending future branch events will be valuable for our readers.

Don't forget to include practical examples to back up your points and, if possible, include a quote from the speaker, a contact from the organisation hosting the event or a delegate.



Audience

As trained quality professionals, readers have expertise in a range of business processes and quality systems such as Lean, Six Sigma, ISO 9001, Total Quality Management. They often have background in engineering.

You can assume a reasonable amount of technical knowledge on the part of readers when discussing the above concepts.



Written style

We are not looking for a technical journal or academic paper. Please try to keep the style accessible.

Your written style should aspire to:

- Be bright, original, and cliché-free
- Be concise. Brevity helps clarity. Keep sentences short and to the point without excessive sub-clauses.
- Be accurate, authentic, informative, authoritative and independent-minded containing a compelling hook and a dynamic argument
- Offer fresh information that our readers are unlikely to find elsewhere containing an original approach to, or angle on, a better-known subject
- Use UK English, rather than American English
- Whenever possible use examples. To bring to life the concepts being discussed, please use as many practical examples as possible
- Back up key points with evidence. Opinion should be clearly presented as such
- Keep language human. Try to describe processes in an accessible way, avoiding heavy use of jargon.