



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

## COURSE OUTLINE

Course	<b>PROOFREADING AND EDITING</b>
Date	<b>10 &amp; 11 September, 2018</b>
Region	Gauteng
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

### Workshop Outline

**Come and learn the finer tricks of effective editing and proofreading from a highly experienced copy editor and see the quality of your texts improve immediately.**

It is vitally important to craft texts in impeccable English if you want your media releases, articles and reports published. The difference between a good article that deserves to be read and one that lands in the editor's bin is often to be found in the odd grammatical error, misplaced punctuation mark or spelling mistake that could so easily have been prevented.



Strengthen your professional reputation as copy writer and editor by developing meticulous attention to detail and a sound understanding of good English.

Copy editing is one stage of a process that adds value to written material before final publication, whether this be in print or on the web. This process applies to all written material, including media releases, marketing collateral, books, magazine articles, film scripts, newsletters or even documents with limited distribution, such as in-house reports or business proposals.

Proofreading, on the other hand, refers to the final checking to ensure that all changes that had been made and authorised during the copy editing process, have been effected correctly in the final proof.

### Outcomes of the workshop

Delegates will be equipped with the knowledge and the skills to:

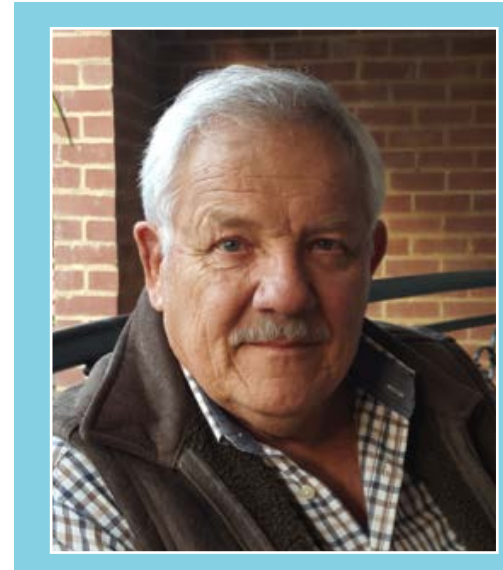
- Correct the most common and typical South African writing errors
- Understand the concept of Readability Ease Testing and know how to apply it
- Understand the different levels of editing

- Manage the editing process step by step
- Understand the responsibilities of the proof reader

## About the facilitator

**Peter van der Schyff** is a freelance writer and communication specialist, managing his own public relations consultancy, Pringle-Scott Communication, in Johannesburg. He has established himself as an accomplished writer, proof reader and editor of English and Afrikaans texts with numerous clients. communication.

He holds degrees in law, communication and industrial psychology. Peter is a Chartered Public Relations Practitioner (CPRP) and active member of the Public Relations Institute of Southern Africa (PRISA) where he has been lecturing on a part-time basis on all facets of corporate and media communication since 1987.



Between 2007 and 2014, Peter acted as both Judge and Chief Judge for the PRISA PRISM Awards, Southern Africa's most prestigious awards for excellence in Public Relations and communication projects. During 2008/9 he was chairman of PRISA's Gauteng Region and a member of the board of PRISA.

In May 2010 Peter received the PRISA President's Award for his contributions to the public relations and communication profession in South Africa. Earlier, in 1997 Peter was recognised for his presentation skills when he was named Communicator of the Year by International Training in Communication (ITC)

<b>Duration:</b>	<b>2 Days</b>
<b>CPD Points:</b>	<b>15</b>
<b>*Early bird PRISA Member:</b>	<b>R4800.00</b>
<b>Late PRISA member:</b>	<b>R5030.00</b>
<b>*Early bird non-member:</b>	<b>R5320.00</b>
<b>Late non-member:</b>	<b>R5600.00</b>
<b>PRISA registered student:</b>	<b>R2720.00</b>
Accommodation NOT included in any of the fees Fees subject to change	



The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Services Seta SDL no 950721458

**\*Early bird: Book and pay before 11 August 2018**

*Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.*

Book online now to secure your seat as space is limited  
Contact: Annah Jordan at [annah@prisa.co.za](mailto:annah@prisa.co.za) or 011 326 1262