A comprehensive 2-day seminar

WRITING FOR ISO 9000

How to write quality manuals, procedures, work instructions, and other documentation required for ISO 9000 certification

Led by Gary Blake and Robert W. Bly, co-authors of the best-selling writing books, The Elements of Technical Writing and The Elements of Business Writing

Getting ISO certified can produce dramatic improvements in quality while giving your company a competitive edge in today’s global marketplace. But getting ISO certified isn’t easy.

When it comes to the quality, clarity, and context of your writing, ISO 9000 auditors hold your company to a strict standard.

Since 1982, Blake and Bly have helped more than 45,000 managers, engineers, and professionals nationwide improve their writing. Now your team members can learn how to write clear, concise, accurate documentation to ensure that your company gets ISO certified.

Program includes:

- The 4 key ingredients of successful ISO documentation
- How to organize and prepare ISO quality manuals
- Making your ISO 9000 documents “auditor friendly”
- The worst mistake you can make in writing quality documents
- Real-life examples of quality manuals, procedures, and work instructions
- How to edit and improve your company’s documentation

Locations and dates:

- Fort Lee, NJ  Days Inn  October 26 - 27, 1994
- Chicago, IL  The Palmer House  November 15 - 16, 1994
- San Jose, CA  Le Baron  January 25 - 26, 1995

"Writing for ISO 9000" is jointly sponsored by:

THE COMMUNICATION WORKSHOP

THE CENTER FOR TECHNICAL COMMUNICATION
Conforming to ISO 9000 quality standards requires quality writing. But do your team members write as well as they can?

**Writing For ISO 9000**

How to write quality manuals, procedures, work instructions, and other documentation required for ISO 9000 certification

A comprehensive 2-day seminar

**Benefits of taking the “Writing for ISO 9000” program**

You and your team members will:

- Work closely with an award-winning team of quality experts, procedures, and work instructions writers by help desk computerized systems and comprehensive ISO 9000 accreditation;
- Understand ISO 9000, how it works, and what auditors really look for when reviewing quality documentation;
- Identify flaws in current documentation and make major improvements that dramatically increase your chances of passing your ISO audit;
- Gain a better understanding of how other organizations create, edit, review, print, and manage their ISO documentation;
- Present words, vague, ambiguous, and poor written documentation from becoming a barrier to achieving ISO certification;
- Create clear, concise, user-oriented quality documentation that meets with auditor approval and reduces the cost of certification;
- Have your employees write better, faster, and with greater confidence and enjoyment.

**About your seminar leaders**

Dr. Gary Blake is the director of The Communication Workshop, a Port Washington, NY, firm that teaches technical and business writing. His latest book, Quick Tips for Better Business Writing, will be published next year by McGraw-Hill.

Bob By is the director of The Technical Writing Workshop, a Port Washington, NY, firm that teaches technical writing and reviews technical documents for clients nationally. He holds a B.A. in engineering and was a technical writer for Westinghouse.

**Course materials**

Each workshop participant will receive at no extra cost:

- A copy of Blake and By’s best-selling book, The Elements of Technical Writing
- Our year’s first use of our “Editing by Fax” software
- Definitions of ISO 9000 standards
- Numerous samples of quality manuals, procedures, and work instructions from companies that have obtained or are in the process of seeking ISO accreditation

**What attendees are saying about “Writing for ISO 9000”**

- “I liked everything, especially the detail on procedures and work instructions and helpful guidelines on writing style.”
  – Quality assurance director
- “The specific examples from the world of industry about ISO regulation took the ‘no’ out of ISO.”
  – First assistant manager
- “We need to understand how to write procedures and work instructions, and this information was very clear and helpful.”
  – Plant manager
- “Specific examples were very good. The information can be used to help me write my documentation.”
  – Director of quality assurance
- “The use of examples and critiquing those examples was very helpful.”
  – Technical writer

**About the seminar sites**

- Fort Lee, NJ: Days Inn. Only 5 minutes from New York City.
- Chicago, IL: Holiday Inn. Right in the heart of downtown Chicago.
- San Jose, CA: Le Baron Hotel. Only 1/2 mile from the airport.

All hotels have swimming pools, and most are equipped with exercise rooms. All are conveniently located, allowing you to enjoy the night life and sights of the city.
A comprehensive 2-day seminar
WRITING FOR ISO 9000
How to write quality manuals, procedures, work instructions, and other documentation required for ISO 9000 certification

Registration Information
Fees: $595 per person. The fee includes professional instruction, all course materials, and refreshments. Food and lodging are not included.
Class size: The course is limited to 25 participants.
Payment: Payment is due prior to the workshop date.
Cancellation: If cancellation is made at least 10 days prior to the workshop, your money will be refunded in full. Otherwise, the entire fee will be applied to a future program of your choice. You may send another participant in your place, if you wish.

Lodging: For room reservations, call the hotel directly.

In-House Training Programs
If you have 8 or more people to train, an in-house training seminar in “Writing for ISO 9000” might be a better choice for you. You'll save money, have the course totally customized to your ISO certification efforts at no extra cost, and can critique ISO documentation in the comfort and privacy of your own offices. For more information on in-house programs, call The Communication Workshop at (516) 767-8690.

How to Register
By phone: Call (516) 767-8690 to reserve space.
Charge it to your American Express card, if you wish.
By mail: Complete and return the registration form below.
By fax: Complete the registration form and fax to (516) 883-4006

Yes! Please register me and the following participants for “Writing for ISO 9000”
☐ Confirms telephone registration already made
☐ I will attend in this city:
☐ Fort Lee, NJ Days Inn October 26-27, 1994
☐ San Jose, CA Le Barow January 22-23, 1995
☐ Chicago, IL The Palmer House November 15-16, 1994

Name __________________________ Title __________________________
Name __________________________ Title __________________________
Name __________________________ Title __________________________
Name __________________________ Title __________________________
Company __________________________ Phone __________________________
Address __________________________ Mail Code __________________________
City __________________________ State __________________________ Zip __________________________
The cost is $595 per person.

Method of payment:
☐ Check payable to “The Communication Workshop” enclosed
☐ Please charge my American Express.
Card No. __________________________ Exp. date __________________________
Sig. __________________________

☐ Please bill me. Our PO number is __________________________

Send this form and payment to:
The Communication Workshop
130 Shore Road
Port Washington, NY 11050
Phone (516) 767-8690 / Fax (516) 883-4006