

VisibleThread

Optimize23

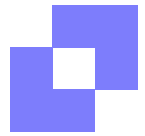
Business Writing

Summary

The Future of Business Writing

For Communicators, Editors, and Proposal Writers.

VisibleThread.com



Thank you for joining the Optimize23 Business Writing Virtual event

I am delighted to extend my heartfelt gratitude to each and every one of you for the extraordinary success of Optimize23 Business Writing. This virtual event featured 11 insightful talks. It has been an exceptional experience for all of us. I wish to express my sincere appreciation for your unwavering commitment and dedication in bringing it to fruition.

With registrations exceeding 1500 individuals hailing from more than 750 organizations across the globe, it was an unforgettable day. I feel truly privileged to have been part of it. It was a profound pleasure to learn from some of the most brilliant minds in their respective fields. And to connect with like-minded individuals from every corner of the world. The breadth and depth of topics we covered during this event were astounding, addressing critical and enlightening subjects.

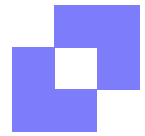
In this document, I am thrilled to share with you the invaluable insights and content from this event.

It is crucial to acknowledge the power of effective business writing, as exemplified in this message. Clear, concise, and engaging communication is the lifeblood of our industry. Whether we are crafting critical communications, operational updates, proposals, or marketing materials, we are all writers in our own right. The quality of our writing directly impacts how our ideas are received, our messages understood, and our goals achieved.

Once again, I extend my thanks to each and every one of you for contributing to the resounding success of Optimize23 Business Writing. Your tireless efforts and unwavering dedication have not gone unnoticed and are deeply appreciated.

Sincerely,

Micheál McGrath
Head of Marketing
[VisibleThread](#)



PRESENTATION TITLE

7 Deadly Sins of Business Writing

SPEAKERS



Micheál McGrath
Head of Marketing
VisibleThread

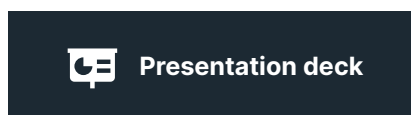
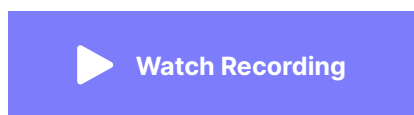


DESCRIPTION

Hosted by Micheál McGrath, Head of Marketing at VisibleThread, in an eye-opening talk as he uncovered the critical pitfalls that plagued business writing. From measurement and line manager communications to demonstrating success and creating adoption within organizations, Micheál delved into the seven deadly sins that hindered effective communication and business success. Valuable insights were gained into avoiding common mistakes in persona building and much more as he shared practical strategies to elevate your writing prowess. Whether you are a seasoned professional or an aspiring communicator, this talk is a must-watch to sharpen your skills and transform your business writing into a powerful asset.

KEY LEARNINGS

1. What are the most common pitfalls in business writing?
2. What strategies can we use to avoid them and improve our business writing?
3. Discover tips covering topics such as measurement, line manager communications and creating adoption within organizations.



ADDITIONAL RESOURCES

Guide [Wising Up to Plain Language – The Power of Plain Language on Profits](#)

Blog [VT Writer – Standing out from the crowd](#)

Webinar [Unlocking Your Inner Shakespeare: Mastering The Art Of Compelling Proposal Writing](#)



PRESENTATION TITLE

Enhancing Business Writing with VT Writer: A Focus on Objective Metrics

SPEAKERS



Eoin Wren
VP of Engineering
VisibleThread



Emily Mahon
Product and Onboarding Manager
VisibleThread

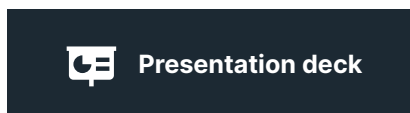
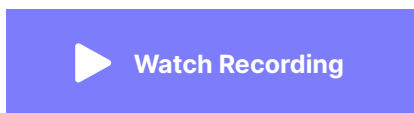


DESCRIPTION

Hosted by Eoin Wren, VP of Engineering and Emily Mahon, Product and Onboarding Manager, for an enlightening talk on how VT Writer took business writing to new heights through the lens of objective metrics. In that engaging session, Eoin provided an in-depth overview of the VT Writer Platform, showcasing its powerful features and functionalities that empowered professionals to elevate their communication. Exclusive insights were shared into upcoming developments and innovations in VT Writer. Drawing from real-world experiences, Eoin and Emily shared compelling use cases from satisfied customers, demonstrating the tangible impact of VT Writer's objective metrics on enhancing clarity, organization, and overall writing effectiveness.

KEY LEARNINGS

1. See an in-depth live demo in-depth overview of the VT Writer Platform, covering its powerful features.
2. What upcoming developments and innovations are in store for VT Writer?
3. Drawing from real-world experiences, Eoin and Emily shared compelling use cases from customers.

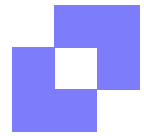


ADDITIONAL RESOURCES

Case Study [How Sun Life Uses VisibleThread To Communicate Clearly Across The Enterprise](#)

Blog [VT Writer – Standing out from the crowd](#)

VT University [Get the most out of VisibleThread](#)



PRESENTATION TITLE

Learning from Healthcare: Understanding your Persona

SPEAKERS



Alyssa Hagan
Director of Communications & Content
Encompass Health



DESCRIPTION

Alyssa Hagan, the Director of Communications & Content at Encompass Health, delved into the crucial aspect of understanding one's persona and their unique journey in the healthcare realm. Through her talk, she explored how healthcare professionals and organizations tailored their content to the diverse experiences and needs of patients and caregivers. By recognizing the different personas that played a part in the healthcare ecosystem, Alyssa shed light on the importance of personalized care and communication, ultimately enhancing patient outcomes and overall healthcare experiences. This expertise in communications and content could empower any industry to effectively convey the importance of empathy-driven strategies.

KEY LEARNINGS

1. Explore the importance of understanding personas in the healthcare realm.
2. Discover how healthcare professionals and organizations tailor their content.
3. Drawing from her expertise in communications and content Alyssa gives real-world examples.



Watch Recording



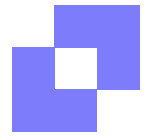
Presentation deck

ADDITIONAL RESOURCES

Blog [VT Writer – Standing out from the crowd](#)

VT University [Get the most out of VisibleThread](#)

Case Study [How Sun Life Uses VisibleThread To Communicate Clearly Across The Enterprise](#)



PRESENTATION TITLE

How to Implement Plain Language Strategies in your Organization?

SPEAKERS



Deborah Bosley
Owner
The Plain Language Group, LLC

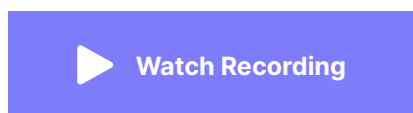


DESCRIPTION

Hosted by Deborah Bosley, owner of The Plain Language Group, LLC, and an international expert in Plain Language. Deborah explored how to implement Plain Language strategies in your organization. She covers the importance of clear communication, with real-world examples of Plain Language in business writing, how it could improve your RFP process, streamline procurement, and foster meaningful interactions. She shares how you can Revolutionize your organization's communication effectiveness and thrive in today's competitive landscape with the power of Plain Language.

KEY LEARNINGS

1. Explore what plain language is and why use it.
2. What are the business problems and cost caused by the lack of plain language?
3. What are the persuasive strategies you can implement? Including real world examples.

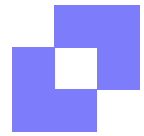


ADDITIONAL RESOURCES

Blog [VT Writer – Standing out from the crowd](#)

VT University [Get the most out of VisibleThread](#)

Webinar [The Cost Of Clear Communications](#)



PRESENTATION TITLE

How to Become a Better Writer

SPEAKERS



Juliet Fletcher
CEO
Writing is Easy



WRITING IS EASY

DESCRIPTION

Join Juliet Fletcher, the former CEO of Writing is Easy, in an empowering talk that will take your writing skills to new heights. As a plain-language expert with a proven track record in creating winning proposals, persuasive copy, resumes, and training materials, Juliet brought a wealth of knowledge and experience to the table. In this session, she shared practical tips and strategies to enhance your writing abilities, enabling you to communicate with clarity, impact, and effectiveness. Whether you are a professional looking to improve your business communication or an aspiring writer seeking to refine your craft, Juliet's presentation will equip you with the tools to stand out in competitive landscapes and excel in various communication scenarios.

KEY LEARNINGS

1. What are the basic foundational rules of writing?
2. Discover practical tips and strategies to enhance your writing abilities.
3. Delete, Replace and Simplify, cutting the fat in your writing.



Watch Recording

ADDITIONAL RESOURCES

Guide [The Ultimate Guide to Proposal Writing](#)

Webinar [The Art of Proposal Writing](#)

Blog [VT Writer – Standing out from the crowd](#)



PRESENTATION TITLE

Emerging Trends in Writing: From AI to Measurement

SPEAKERS



Kevin Press
Principal
Kevin Press Communications

Kevin Press

DESCRIPTION

Join Kevin Press, Principal of Kevin Press Communications, for an engaging talk on the latest developments in writing and communication. As a seasoned expert in thought leadership and earned media, Kevin brought a unique blend of creative and strategic acumen to the table. In this presentation, he shed light on the rapidly evolving landscape of writing, exploring the impact of Artificial Intelligence (AI) on content creation, editing, and optimization. He shares how AI is reshaping the way we approached writing and communication, unlocking new possibilities for reaching and engaging target audiences effectively. Additionally, Kevin delved into the importance of measurement and analytics in gauging the success of writing efforts. You will learn how to leverage data-driven insights to refine your writing strategies and achieve tangible results

KEY LEARNINGS

1. What is being said out there about AI?
2. Will AI make writers more efficient and how can you take advantage?
3. What will happen when content will get increasingly less differentiated?



Watch Recording



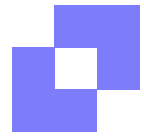
Presentation deck

ADDITIONAL RESOURCES

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PRESENTATION TITLE

3 Words Most Proposals use Incorrectly

SPEAKERS



Jeff Goldfinger
Founder
Xtra Mile Training & Development

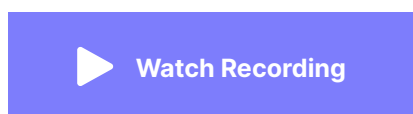


DESCRIPTION

Hosted by Jeff Goldfinger, Founder of Xtra Mile Training & Development. Jeff presented a highly informative webinar on the often overlooked but critical aspects of proposal writing. He unveiled three commonly misused words while drawing from his extensive expertise in proposal writing. He reveals the words that can make or break your proposals' effectiveness in engaging and persuading the audience. Discover how to create compelling proposals that foster authentic H2H (human-to-human) interactions, leading to increased revenue growth for B2B companies.

KEY LEARNINGS

1. The often overlooked but critical aspects of proposal writing.
2. The 3 commonly misused words that can make or break your proposals' effectiveness.
3. Explore the characteristics of assertions, assessments and declarations.



ADDITIONAL RESOURCES

Case Study [How Sun Life Uses VisibleThread To Communicate Clearly Across The Enterprise](#)

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Webinar [Unlocking Your Inner Shakespeare: Mastering The Art Of Compelling Proposal Writing](#)



PRESENTATION TITLE

Elevate Your Proposal Writing with the Magic of Storytelling

SPEAKERS



Rachel Charlton
Sticky Communications



DESCRIPTION

Step into the world of captivating proposal writing with Rachel Charlton, a seasoned expert with a decade of cross-functional expertise in the AEC industry. In this transformative session, Rachel divulged the art of incorporating storytelling into your proposals, empowering you to craft irresistible narratives that forge meaningful connections with your clients. She uncovered the secrets behind renowned storytelling methods and covered how to transform your proposals from mundane “to whom it may concern” to enchanting “once upon a time” tales that leave a lasting impact.

KEY LEARNINGS

1. Learn about setting the scene and using guidance and confidence to make your client the hero.
2. What lessons can we learn from fairytales and Sci-Fi?
3. How can character development help you write better proposals?



Watch Recording

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PRESENTATION TITLE

Leveraging AI in Proposal Writing - Balancing Skill and Ethics

SPEAKERS



Rebecca Link
Director of Proposal Operations
Gunnison Consulting Group, Inc



DESCRIPTION

Hosted by Rebecca Link, Director of Proposal Operations at Gunnison Consulting Group, Inc., a transformational leader with extensive expertise in proposal writing. In this presentation, Rebecca delved into the world of Artificial Intelligence (AI) and its role in crafting persuasive proposals that win business. Discover how AI can enhance the proposal writing process, bringing efficiency, accuracy, and innovation to the table. But she didn't stop there – Rebecca also explored the ethical considerations of AI implementation in proposal writing, ensuring a balanced approach that maintains human skill and empathy. Rebecca's engaging insights will guide you in navigating the evolving landscape of proposal writing with AI.

KEY LEARNINGS

1. Squashing the fear around the robots (AI), Tool for research and enhancement, not replacement!
2. How can ChatGPT assist with drafting with drafting compliant federal proposal content for responses to solicitations?
3. What are the ethical considerations?



Watch Recording



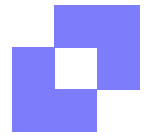
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PRESENTATION TITLE

The Art of Proposal Writing

SPEAKERS



Ginny Carson
Chickasaw Nations



Julia LaSalle-DeSantis
Nordian Healthcare



Anatalia Macik
Aptive Resources



DESCRIPTION

Discover the secrets to crafting winning proposals in this exclusive talk featuring three esteemed speakers, Ginny Carson from Chickasaw Nations, Julia LaSalle-DeSantis from Nordian Healthcare, and Anatalia Macik from Aptive Resources, all of whom are proud VisibleThread customers. In this session they shared their expertise and insights into mastering the art of proposal writing. From government contracts to healthcare projects and resource management, these industry leaders unveiled their tried-and-tested approaches to producing compelling, clear, and compliant proposals that stand out from the competition.

KEY LEARNINGS

1. What are some of the Pre-Proposal planning strategies you need?
2. Learn the experts proposal writing best practises.
3. What can we do in terms of proposal team structure and how can we work with our contributing authors?



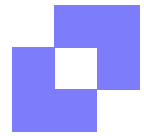
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PRESENTATION TITLE

Learn to Create a Disciplined and Repeatable Writing

SPEAKERS



Brad Douglas
Executive VP of Global Sales & Strategy
Shipleys



DESCRIPTION

Join Brad Douglas, Executive VP of Global Sales & Strategy at Shipleys, in this transformative talk on mastering a disciplined and repeatable writing process. With over 23 years of experience, Brad was a creative executive leader who excelled in capture management, global sales, strategic marketing, and corporate branding. Discover how to implement a systematic writing process that enhanced efficiency, quality, and effectiveness across various business communication needs. Whether you were crafting compelling proposals or persuasive marketing materials, Brad's expert insights empowered you to navigate competitive markets successfully.

KEY LEARNINGS

1. Explore the Shipleys POWeR method, from the Planning stage all the way through to the Revising stage.
2. Learn how proposals are not just stories, but persuasive documents to help the customer select you.
3. How does the clarity and tone of the writing impact the reader?



Watch Recording



Presentation deck

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