

Your guide to writing about your event

Our guide to creating a successful event write-up will help you create a 300 to 400-word article which is suitable for many different publications, including your company newsletter or website, *Quality World* and CQI member e-newsletters.

Writing about your event is a great way to give others' an insight into you and your organisation. It also helps to increase awareness of the quality profession, increase your professional reputation, and share best practice.

These top tips for your event write-up will help you to make sure you are showcasing your event in the best possible light.



Word count

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



Article structure (approx. 400 words)

Introduction (50 – 100 words): Your article should start with an introduction, which sets the scene.

- Explain where and when the event happened
- If possible, include the number of people that attended the event
- Explain why the event was organised and what you hoped to achieve on the day.

Main body (100 – 150 words): This section should focus on the outcomes of the event.

- 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
- Briefly detail the main points the speaker covered.

Conclusion (100 – 200 words): Lastly, explain what you found valuable about the event.

- Why was the event useful? Use examples
- If possible, include a quote from the speaker, the organisation hosting the event, or a delegate



Audience

Consider the publication you are writing for. Will your readers understand quality? Sometimes you can assume a reasonable amount of technical knowledge, but for a company newsletter you may need to keep things simple.

As trained quality professionals, *Quality World* 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.



Written style

Your written style should aspire to be:

- 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 identified as an opinion, rather than fact
- Keep language human. Try to describe processes in an accessible way, avoiding heavy use of jargon.

If you wish your article to be considered for publication in *Quality World* or CQI publications;



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