SUPERTEXT
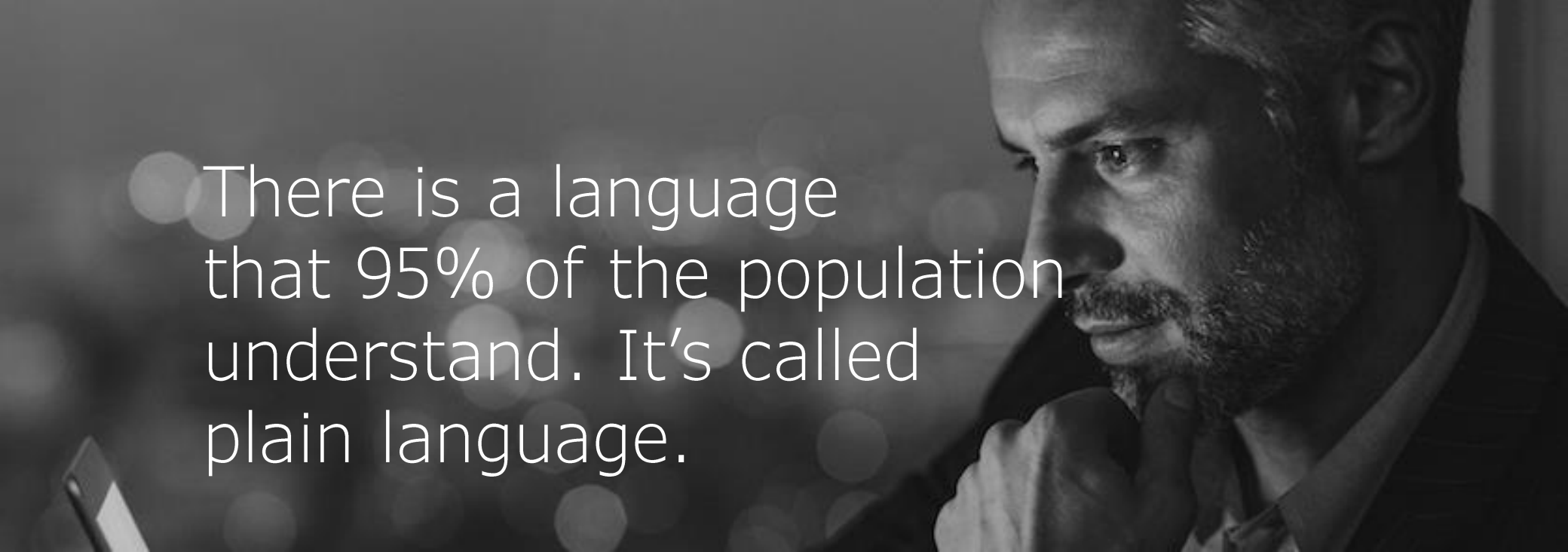
We'll help you get your point across. With plain language.

There is a language that 95% of the population understand. It's called plain language.

Plain language means we adapt your text to the generally understandable level B1.

Most texts that we encounter in our everyday life assume a good knowledge of the language: websites, brochures, manuals, contracts, insurance policies. Most people don't understand them; 60% of people only have a middling grasp of a language (B1 level).

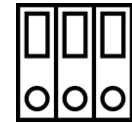# Plain language creates trust. And means you have to provide less support.

Patients know how long to wait before eating.

Because the discharge checklist is written clearly.

Insurance can be completed online.

Because the costs and benefits are clear. No need for a consultation.

Residents fill in forms correctly.

Because they know what's needed without having to ask.

"Where can I sign?"

Contracts are understood immediately. So they're also concluded more quickly.

Don't stress the small print.

Customers trust their bank because they understand what they're getting.

Tailor-made for digitalization.

Website texts that can be understood immediately, without help.

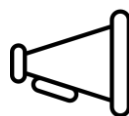# We'll teach you how to write in plain language.

**Workshop
B1 language level**

**Workshop
Product texts**

**Workshop
Specialist texts**

Learn how to write clearly. Your clients will thank you.

We offer a comprehensive, tried-and-tested plain language teaching program.

E-learning course

Feedback sessions

Teach & coach

The eye-opener – for a change of perspective.

Length = 75 minutes
Number of participants = max. 36

In this workshop, participants learn how efficient and effective plain language texts are.

- What are language levels?
- What language level does your target group have?
- What characterizes a B1 language level?
- What are the advantages of a B1 level?
- What do more highly-educated people think of B1-level texts?
- Is it possible to write specialist texts in B1?
- Why do we write texts that are difficult to understand (C1-level)?

After the workshop, participants know what language level the people who read their texts have. And what language level their own texts have.

The workshop is interesting, surprising, entertaining – a real eye-opener. Participants not only come out knowing the advantages of plain language – they also want to use plain language in their own department.

The stated goal of the workshop is to make the participants supporters of plain language. Ready to implement plain language for their company and clients.

**Workshop
Product texts**

For product texts everyone understands.

Length = 105 minutes
Number of participants = max. 12

Participants learn techniques
for defining and structuring the essential content
of a text.

- Define what the reader should do after reading.
- Put yourself in the reader's shoes.
- Consider what questions the reader will ask.
- Put the most important things first.
- Use subheadings.

Participants also conduct writing exercises:
everything they learn is utilized in practice using texts from their business unit.

After the workshop, participants are ready to identify and implement the content and structure of:

- Product texts
- Brochures
- Website texts
- Client letters
- Invoices
- Questionnaires
- Forms

Workshop
Specialist texts

For specialist texts everyone understands.

Length = 120 minutes
Number of participants = max. 8

Participants from specialist departments such as legal or finance learn how to write texts for a lay audience.

- See things from the reader's perspective when writing.
- Define what the reader should do after reading.
- Use short sentences.
- Use active sentences.
- Use everyday words.
- Avoid jargon.

Participants also conduct writing exercises: everything they learn is utilized in practice using texts from their business unit.

After the workshop, participants are ready to identify and implement the content and structure of:

- Insurance policies
- Contracts
- Agreements
- Correspondence
- Assessments
- Official communications
- Legal texts

Learning & doing.

E-learning course

Length = 12 hours
21 interactive lessons with 30 instructional films

This online training course teaches participants how to write in plain language. Every lesson consists of training, writing exercises and discussions about the practice texts.

1. Determine your target group.
2. Define the goal/task of the text.
3. Consider what questions the reader will ask.
4. Choose the best medium.
5. Think of a good title.
6. Put the most important things first.
7. Use subheadings.
8. Write short texts.
9. Use short sentences.
10. Use active sentences.
11. Avoid complex syntax.
12. Avoid double negatives.
13. Use concrete words.
14. Avoid using too many nouns.
15. Choose commonly-used words.
16. Avoid jargon.
17. Avoid formal language.
18. Use clear terms.
19. Avoid euphemisms.
20. Avoid figurative language.
21. Write consistently.

Participants complete the lessons in off-peak times during work or at home
= very little working time lost. And, of course, progress can be supervised.
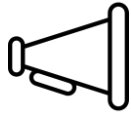
Let's speak plainly.

Feedback sessions

<u>Length = 3 hours</u>
<u>Number of participants = max. 8</u>

At the feedback session, a plain language expert leads <u>group discussions of texts</u>. The practical discussions help <u>participants to consolidate their knowledge</u>.

- After participants have completed the e-learning course, they use everything they have learned in practice by writing a text in plain language and sending it to our plain language instructor.
- The plain language instructor conducts a linguistic analysis of each text, including specific recommendations. These analyses are the inputs for the feedback session.

- Group discussion: What works? What needs to be improved? How can a text be improved?
- At the end, every participant receives written feedback including specific recommendations.

<u>Closely evaluating</u> your own writing is the <u>basis for long-lasting change</u>. The feedback session introduces a <u>relaxed approach</u> to the evaluation of your texts by yourself and others.

Teach & coach

The sustainable in-house solution.

Length = 3 hours
Number of participants = max. 6

We turn course participants into instructors.
Selected employees learn what they need to do to sustainably establish plain language in their company:

- Evaluate texts
  Participants learn how to use the evaluation form provided to properly evaluate texts.

- Give feedback
  Participants learn how to give motivating and inspiring feedback.

- Teach how to write in plain language
  Participants learn how to structure their lessons, create a linguistic analysis and give feedback in a group.

- Supporting employees in writing texts
  Participants learn the basic rules for professional and motivational coaching. We show you common stumbling blocks and how best to react to them.

- Dealing with doubts and opposition
  We provide the future instructors with arguments and behavioral tips.

This course is tailored to your needs and those of the participants.

We turn your texts into plain language.

Our plain language specialists will rewrite your text so it can be understood by people with just a middling grasp of the language (B1 level).

What does clarity cost?

General texts

CHF 1.10
per word

Experienced specialists adjust general texts to a B1 language level.
Proofreading including cross-check with source text (two-phase service).

Specialist texts

CHF 2.20
per word

Experienced specialists adjust insurance policies, contracts, official forms, bank documents, patient
information etc. to a B1 language level.
Proofreading including cross-check with source text (two-phase service).

Express	24 hours	48 hours	3 days	1 week
+ 80 %	+ 60 %	+ 40 %	+ 20 %	+ 0 %

Prices in CHF excl. VAT

Supertext is part of Plain Language Europe.

Take advantage of years of experience, tried-and-tested tools and the knowledge that you really can write any text in plain language.

Plain Language Europe is a network of communication agencies that was founded in 2005 by BureauTaal in Amsterdam. Supertext serves Switzerland and Germany. France, Italy, Great Britain, Austria, Belgium and the Netherlands are served by local partners. Clients include authorities, insurance companies, banks, telecommunications companies, food producers, pharmaceutical companies, hospitals and ad agencies. As a member of Plain Language Europe, Supertext offers a host of tried-and-tested tools: workshops, e-learning courses and rewriting services. Our specialists are trained according to strictly defined standards and have to undergo regular refresher tests.

Supertext. The name says it all.

Founded in 2005, Supertext ranked among the top 100 European technology start-ups as early as 2008. More than 2,700 companies use our online services. Not only can they order and manage their copywriting and translation projects online, they also benefit from our technical expertise and intelligent use of translation memories, termbases and online workflow integration.

Today, 45 full-time members of staff coordinate the work of more than 1,300 copywriters, proofreaders and translators for national and international clients from all industries. Supertext handles 1,600 to 2,100 projects every month and is one of the most innovative language services in Europe.

The price is a
matter of choice.

And depends on what you want to learn. We're looking forward to it!

Your key contact:
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Enrico has worked as a copywriter and creative director in Switzerland and Germany for over 20 years. He's sold practically everything during that time,
but never his soul. With a passion for language and a dedication to service, he's in charge of keeping clients happy at Supertext. He is a member of the Art Directors Club Switzerland and a lecturer at EB Zürich, the Canton's leading training and vocational school (copywriting course). Like our instructors, he has completed a comprehensive plain language course.