

## **WRITING COMPELLING COMMENTARY**

This highly interactive workshop builds women's leadership capacity and enhances their credibility and influence by providing participants with the confidence and tools to contribute their expertise to the public discourse through compelling, short-form written commentary for newspaper opinion pages and online sites. The session equips women to:

- Own and articulate their authority as experts;
- Understand the essential elements and format of newspaper commentaries, including how to build a concise, persuasive and accessible argument;
- Increase their publication prospects by linking their expertise to the news and enhancing the relevancy and timeliness of their knowledge;
- Correspond and work with editors and journalists in general.