



## About us...

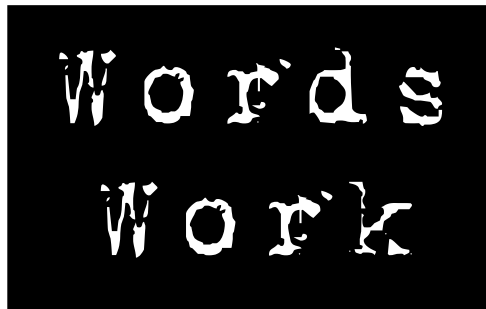
Carol Hassall is the owner of Red Cat Communications.

Before this, she worked as a newspaper journalist for more than 10 years before moving into the heady world of communications management—first at the Forensic Science Service and then the NHS.

Brendan Hawthorne is a published performance poet who also writes songs and comedy sketches.

He is regularly found sharing his wry sense of humour or his visionary prowess on the poetry circuit and his work has been included in town centre art installations and art galleries.

He plays guitar, harmonica and sings — though not always at the same time!



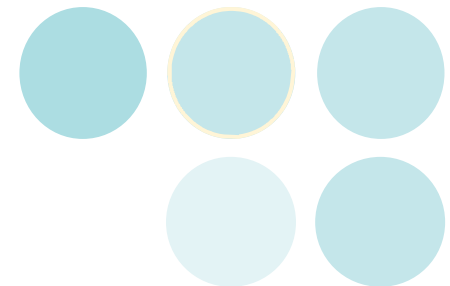
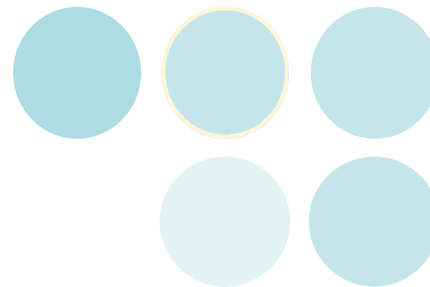
## HOW TO BOOK

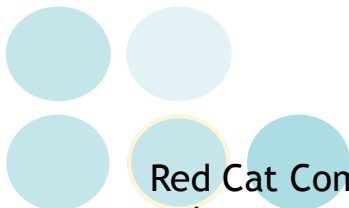
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Tweet: @redcatcaz

# Pin back yer lugholes...

*... because the Black Country  
dialect has never sounded so  
good!*

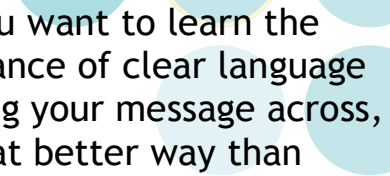





Red Cat Communications has teamed up with renowned regional poet Brendan Hawthorne to offer training and talks with a real difference:

### **WORDS WORK**

Let us help you understand the power of language to make words work more effectively in your communications.



If you want to learn the importance of clear language in getting your message across, what better way than comparing the dialect sounds of Brendan's Black Country verse with the gobbledegook of corporate jargon?

*Think about it.* Poems from the Black Country may be lost on you – wherever you're from. Likewise, corporate jargon can alienate anyone who's not 'in the know'.

By comparing two very different styles of speech, we can offer an entertaining talk or interactive training that will make you think about the importance of plain English – and how **WORDS WORK**.

I cort mek it no simpler con I?



### **What's in it for you?**

- An entertaining talk about language and communication that will get people thinking
- A fun, interactive and informative workshop at your event
- In-house training sure to get attendees laughing—as well as learning—about how to communicate effectively

*All training/talks are tailor-made to suit your needs—with particular reference to your area of business and the use of relevant corporate language.*

