**Robert Bullard – Specialist trainer, Business Writing Skills**

**Robert Bullard** is an enthusiastic and popular trainer in business and non-fiction writing skills.

His training covers four broad areas:

* Fundamentals of Good English – e.g. Plain English, Grammar and Proofreading.
* Career Essentials – e.g. Report Writing, Business Writing, and Press Releases.
* Writing for Today's Needs – e.g. Writing for the Web, Email, and Blogging.
* Specialist Courses – e.g. Feature Writing, Journalism, and Persuasive Writing Skills.

Robert trains regularly for Hemsley Fraser and Masterclass (for both of whom he is the lead writing trainer) as well as Oxford University’s Department of Continuing Education and the Plain English Campaign.

His broad experience covers: face to face training as well as online (Zoom and Teams); training everyone from managers down to project workers; running both small and large groups; and delivering two-day courses down to bite-sized learning sessions.

Robert works as a a copywriter for business websites/blogs, newsletters, case studies and flyers. To these clients, Robert brings the skills and expertise of a professional writer (he wrote features for *The Guardian* and *The Daily Telegraph* for six years)and a sound grasp of all kinds of clients’ needs (having worked in senior positions in private consultancy, local government, and the third sector).

Some more facts about Robert:

* Accredited copy-editor and proofreader with the Society for Editors and Proofreaders (SfEP, 2012) – now called the Chartered Institute of Editing and Proofreading.
* Chair of Writers in Oxford (2015–20)
* Author of *Business Writing Tips: For Easy and Effective Results.*
* Gave the plenary session at the European Commission’s Clear Writing Week (2016).

*For more details, see: www.perfecttext.org*