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Guest editor Lynda Harris

Lynda Harris is founder of Write Limited, New Zealand's leading plain English communications company. Write's main focus is helping government, commercial, and professional organizations improve their bottom line through clear, effective writing.

Lynda established the WriteMark, New Zealand's document quality mark, and is the author of [Rewrite—how to overcome daily sabotage of your brand and profit](#). She is the founder of New Zealand's annual Plain English Awards and has been a guest judge for the US ClearMark Awards since 2011.

In 2015 Lynda was awarded the [Mowat Plain Language Achievement Award](#) — an international award recognizing an outstanding contribution to advancing the cause of plain language. She is also the New Zealand representative for Clarity International.

Lynda's blog

I feel privileged to contribute to the first PLAIN newsletter. Anything that connects us in our plain language efforts around the world is a good thing!

Just the other day I was telling a business friend about the fabulous PLAIN conference in Dublin last September. PLAIN2015 was memorable for many good reasons but also because that was where I had my arm twisted (nicely!) to agree to hosting the Clarity conference in our hometown this November — 'hometown' meaning Wellington, New Zealand.

Was it the soft Irish air that lulled me and my colleagues into a happy sense of optimism that hosting a conference was all very doable? Or the number of people who kept telling me that New Zealand would be 'a fabulous place' to host a plain language conference? Who knows!

But after a few wobbly moments of wondering what we had let ourselves in for, we've launched into the planning with high hopes that we can match the wonderful experience the NALA team gave us in Dublin. And we're not exactly on our own. Joh Kirby, Clarity President, and her team have been there every step of the way keeping us on track, building the website and more. Thanks Joh!

Our 'to do' list is pretty long – but we've got a few things under control already.

To-do list

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|-----------|--------------------------------------------------------------|
| ✓ Venue | The fabulous Amora Hotel on the Wellington waterfront |
| ✓ Website | www.clarity2016.org |

- ✓ Easy early-bird registration www.clarity2016.org/registration
- ✓ World-class speakers We're working on a great line up – and it's your chance to shine too. Why not [submit a paper?](#)
- ✓ Varied program Including short, sharp 'world café' sessions, expert panels, mentor sessions, authors' stands and more. To steal a few lines we wrote for the website ...

'Clarity2016 will have a strong focus on practical, interactive learning. We guarantee compelling keynote speakers along with interactive workshops, case-study presentations, panel discussions, mentoring appointments and 'speed-learning' events. There'll be a strong legal theme along with topics relevant to all sectors and industries.'
- ✓ Time to network and chat Extra-long breaks
- ✓ Social activities Welcome Reception and 'This is New Zealand' social night, gala dinner
- ✓ Fantastic holiday ideas [There's breath-taking scenery and things to do](#) the length and breadth of New Zealand

Did I mention [sponsorship](#)? We need some please! Open your check books and connect your name with this fabulous event. Or send us suggestions --- the more the merrier.

Newsletter competition

Some of you may remember PLAIN's Newsletter *Rapport* from the 1990s. With this 2016 launch of a PLAIN Newsletter, we'd like to invite PLAIN's members to put forward suggestions for a new name.

Please write to info@plainlanguagenetwork.org by April 15. The winner's name will be mentioned in the June Newsletter and they will receive one year's free membership of PLAIN. We look forward to hearing from you!

PLAIN news

Strategic Plan: with the feedback from the Survey that members of PLAIN completed last December 2015, PLAIN is updating its Strategic Plan 2020

Calendar of plain language events: the website will soon feature a calendar of international events to do with plain language, information design and user experience design (UX) – many thanks to Dominique Joseph for contributing so generously towards this!

PLAIN now has a Facebook page, so please visit it and like it: [Plain Language Association InterNational](#).

The PLAIN Newsletter will be out again in June. Until then, keep in touch with us on [Twitter](#) and [Facebook](#) and visit our [website](#).