Business and Report Writing

media training

enquiries@mediatraining.ltd.uk 020 7359 9855 www.mediatraining.ltd.uk

Course description

Successful organisations are ones that communicate effectively. Business reports and communications should be clear, concise and free of ambiguity. This course will help you develop business writing skills that convey a targeted message and project a professional image. Through practical, hands-on exercises you will learn how to write more compelling and powerful business documents and reports.

Course information

Course duration One day

Course cost

Public scheduled course: £325 plus VAT per person.
This course runs as a public scheduled course on a regular basis.
Please call 020 7359 9855 or visit www.mediatraining.ltd.uk for dates.

Private course costs: £495 plus VAT for individual tuition.
Please call for prices for private groups of two or more.

Course location

We have two fully equipped training centres in central London; one is in Highbury and Islington (one stop from Kings Cross) and one next to Waterloo station.
We can also run courses onsite at your offices if you prefer.

Pre course requirements

There are no pre course requirements.

Post training support

The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

Business and Report Writing

media training

enquiries@mediatraining.ltd.uk 020 7359 9855 www.mediatraining.ltd.uk

Planning the message
- Planning what you have to say
- Who is your audience?
- Generating ideas
- Overcoming writer's block
- Meeting the needs of your audience

Structuring your writing
- Choosing an appropriate style for your audience
- Structuring your message
- Models to use

Writing clearly and concisely
- Simplifying your language and sentences so that your written English has maximum impact
- Rules for clear and concise copy
- How to rewrite a piece for a different audience

Formatting reports and business documents
- The essentials of good design
- Looks do matter
- Guidelines for laying out your report so the aesthetics reflect the quality of the content

Clear, concise communication
- Guidelines for clear and concise copy
- Measuring the clarity of your written work
- Examples of what works and what doesn't
- Appealing to intelligence and business sense
- Critiquing professional writing

Questions and answers