



BUSINESS COMMUNICATIONS AND REPORT WRITING

26 – 28 NOVEMBER 2014,
BIRCHWOOD HOTEL, BOKSBURG,
JOHANNESBURG

>>>>>where experience is A-plus <<<<<<

COURSE OVERVIEW

Business reports are your company's main tool to enable and support critical decision-making. If you are proposing a course of action – either within your company or to a client – the report you write will be its best advocate.

It takes a lot of skill to communicate technical or commercial information efficiently and accurately. This course has been designed specifically for people who are required to write business reports. It concentrates exclusively on the skills you need to make the writing process easier and the resulting document more effective.



What you will learn on this course

By the end of the course, you will know how to:

- a) Acquire practical and oral communication skills,
- b) Analyse your audience and tailor the content to their specific needs
- c) Gather data efficiently and select the relevant information for your readers
- d) Use best practice in structuring your document
- e) Choose words that support your message and don't distract your reader
- f) Assess the best places to use graphics, and choose the right image to support your content



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26-28 November 2014, @ BIRCHWOOD HOTEL,
BOKSBURG, JOHANNESBURG

Course Outline

<p>1 Communication: its nature, scope and purpose</p> <ul style="list-style-type: none"> ○ A common thread ○ The special ingredient ○ The management dimension ○ The nature of communication ○ The bonus of message plus method <p>2 What makes for effective communication?</p> <ul style="list-style-type: none"> ○ The difficulties of making communication effective ○ Aids to effective communication ○ Positioning your communication ○ Projecting the right impression ○ Amplifying communications <p>3 Prerequisites for success: preparation and listening</p> <ul style="list-style-type: none"> ○ A fundamental truth ○ Listening ○ Preparation: a moment's thought ○ Setting objectives ○ Deciding the message <p>4 Being persuasive: getting agreement from others</p> <ul style="list-style-type: none"> ○ The logistics ○ Do unto others ○ The thinking involved ○ Your manner ○ Making a persuasive case <p>5 Presentations: speaking successfully 'on your feet'</p> <ul style="list-style-type: none"> ○ The importance of presentations ○ The hazards of being 'on your feet' ○ Preparing to present ○ The structure of a presentation ○ Speaker's notes ○ Visual aids <p>6 Planning Your Writing Strategy</p> <ul style="list-style-type: none"> ○ Matching Audience and Purpose ○ Understanding the Audience ○ Understanding the Purpose ○ Negotiating the Content/Context ○ Assuming the Writer's Role ○ Range of Reports ○ Report Templates 	<p>7 Researching and Gathering Information</p> <ul style="list-style-type: none"> ○ Learning More about Your Audience's Reading and work Environments ○ Valuable Information about Your Audience ○ Learning More about Your Own Environment ○ Learning More about Your Subject ○ Topical Guidelines for Research ○ Procedures for Gathering Information <p>8. Strategies for Organizing Workplace Documents</p> <ul style="list-style-type: none"> ○ Organizing For Emphasis ○ Using the Direct Approach ○ Using the Indirect Approach ○ Organizing by Reader Needs ○ Problem/Solution Organization ○ Cause/Effect Organization ○ Report Structure <p>9. Experimenting with Pre-Writing Strategies</p> <ul style="list-style-type: none"> ○ Talking Out ○ Brainstorming ○ Free-writing ○ Formal Outlining ○ Listing and Mapping ○ Applying Prewriting Strategies <p>10. Revising Your Workplace Documents</p> <ul style="list-style-type: none"> ○ Prioritising Your Revisions ○ Accommodating Initial Revisions: The Big Picture ○ Revising for Appropriate Information ○ Revising for a Clear Sense of Audience, Purpose, and Organization ○ Revising for the Writer's Purposes and the Readers' Purposes ○ Revising for Organizational Clarity ○ Revising for Appropriate Language and Style ○ Revising for Clarity ○ Revising for Conciseness ○ Proofreading the Final Document
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REGISTRATION FORM BUSINESS COMMUNICATIONS AND REPORT WRITING WORKSHOP

26-28 November 2014, @ BIRCHWOOD HOTEL,
BOKSBURG, JOHANNESBURG
R 9 999.00 Per Delegate

AUTHORISING PERSON

First Name:		Surname:	
Company:		Designation:	
Postal Address:		Phone:	
		Fax:	
Postal Code:		Vat No:	
Country:		Signature:	
Email Address:		Date:	

By completing & signing this form, the authorising signatory accepts the terms and conditions stated on the registration form.

DELEGATE INFORMATION:

Please provide information as you wish it to appear on your name badge(s) and on your certificate of attendance.

Title	Delegate Name & Surname	Designation	Email

TERMS AND CONDITIONS

Please note: If you have not received confirmation of your booking in writing before the event, please contact us to confirm that we have received your registration.

DELEGATE SUBSTITUTION

Delegates can be substituted at any time at no extra cost. Please inform us of the new Name (s) for registration purposes. You may transfer at no extra charge to another event, provided you do so in writing at least 10 working days before the event. Transfers within the 10 working days will be charged an administration fee of 10%

CANCELLATIONS

14 days prior to the course, 75% of the registration fee is refundable, 13 to 6 days prior to the course, 50% is refundable. Within 5 days of the course, 25% is refundable. NO REFUNDS FOR NO SHOWS.

In the event of unforeseen circumstances **A-Plus Executive Training** reserves the right to change the programme content, the speakers, the venue or the date. You will be noticed no less than 5 working days prior to an event. Should the event be postponed, you will have the option to attend the next available date of the relevant event. The registration fee will be credited on delegate accounts should they opt not to attend the next available date of the relevant event or in the case where an event is cancelled.

PAYMENT

Electronic Transfer or Direct Deposit into our bank account, validated by faxed or emailed copy of transaction slip.

Make payment to:
A Plus Executive Training PTY LTD
First National Bank Acc No
62406563181 Branch Code 251905

*PLEASE NOTE: Payment is required in full 5 days from date of invoice

