

The ability to present information succinctly and in a concise form is instrumental in this current dynamic business world of information. A proposal or report, if not presented or communicated correctly, can and will lose its intended message, thus possibly hindering or misleading decision-makers. This two-day course will impart the necessary knowledge and skills for effective report and proposal writing.

LEARNING OBJECTIVES:

On completing this programme, participants will learn how to write clear, concise, correct and complete proposals and work reports. They will also learn the techniques used in organising and planning prior to the writing process.

WORKSHOP OUTLINE:

INTRODUCTION TO REPORT/PROPOSAL WRITING

- Definition of a report/proposal
- Objectives of a report/proposal
- Types of reports/proposals
- Parts of a proposal and report
- Logos, Ethos and Pathos

SYSTEMATIC PLANNING

- Systematic Planning techniques
- How to get started
- Preliminary investigation
- Problem identification
- Analysing the information
- Drafting of outlines

ORGANIZING THE PROPOSAL/REPORT

- The introduction
 - Stating the problems, hypothesis
- Body of the document
 - The findings
- Closing
 - Conclusions

- Recommendations

REPORT WRITING SKILLS AND STYLES

- The word, the phrase, the sentence and the paragraph
- Fundamentals of good report writing
- Concise writing techniques
- Understanding and using tone effectively in writing
- Sentence construction style and structure
- Using the Active and Passive voice
- Paragraphing styles and rules
- Emphasizing key thoughts with sentence style
- Formats
- Informational Reports
- Analytical Reports

ANALYSIS AND PRESENTATION OF DATA

- Ancillary sections
- Using tables, graphs, charts and illustrations
- The power of visual imagery
- Appendixes

ABOUT THE TRAINER – MS CAROLINE JOSEPHINE DAWSON

Caroline Josephine Dawson holds a Master of Arts degree in Mass Communications from the Nanyang Technological University, Singapore. She has more than 8 years of invaluable experience in teaching business, environmental and technical communication and 10 years in the field of journalism and publishing.

Caroline's expertise in business writing and language proficiency has seen her train operational, supervisory and managerial staff from various government bodies. Her track record includes organisations such as Land Transport Authority, Supreme Court, Singtel, Singapore Power, HDB and CPF Board. This experience in working with public sector training has become one of her training strengths. Participants of her training workshops attest to her motivational, instructional and highly experiential training methodology.

At the same time, Caroline has also conceptualized, produced and delivered courses such as written and oral presentation skills, communication relationship management, business communication, customer service and teambuilding, among others. She has also worked with the Workforce Development Agency of Singapore to develop training content for the Employability Skills System.

Caroline is also the Assistant Secretary to the Society of Singapore Writers and Advisor, SMGM Foundation, India where she lectures on effective business writing and communication skills.

Writing Better Reports and Proposals



Decide with Confidence

Date: 30 April 2008, 9am – 5pm
Venue: Grand Park Plaza Hotel, City Hall

Fee: [] S\$350 for D&B Subscriber [] S\$440 for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 28 Mar to receive a 10% off usual fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off usual fee

Fax the completed registration form to 6318 7832

Participant Profile

Name 1: _____ **Designation:** _____

Email: _____ **(DID):** _____

Name 2: _____ **Designation:** _____

Email: _____ **(DID):** _____

Name 3: _____ **Designation:** _____

Email: _____ **(DID):** _____

Name of Company: _____

Address: _____ **(S)** _____

Telephone: _____ **Fax:** _____

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Email: _____ **(DID):** _____

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