

Writing Better Reports & Proposal Writing

By Caroline Dawson



Decide with Confidence

INTRODUCTION

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 & proposal writing.

LEARNING OBJECTIVES

On completing this program, participants will:

- Learn how to write clear, concise, correct and complete proposals and work reports.
- Learn the techniques used in organizing and planning prior to the writing process

COURSE 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

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

SYSTEMATIC PLANNING

- Systematic Planning Techniques
- How to get started
- Preliminary investigation
- Problem Identification
- Analysing the information
- Drafting the outlines

ANALYSIS AND PRESENTATION OF DATA

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

ORGANIZING THE PROPOSAL/REPORTS

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

THE TRAINER – CAROLINE JOSEPHINE DAWSON

Masters of Mass Communications (NTU), Certified Employability Skills System Trainer (WDA), Assistant Secretary, Society of Singapore Writers & Advisors (SMGM), Certificate in Teaching English As A Second Language (TESOL)

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. She is also recently awarded a Distinction Certificate in Teaching English as a Second Language (TESOL).

Dun & Bradstreet (S) Pte Ltd | 20 Harbour Drive, #06-02, PSA Vista, Singapore 117612
Tel: +65 6565 6161 Fax: +65 6778 3853

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Date: 19th & 20th January 2010, 9am – 5pm
Venue: Concorde Hotel Singapore (Formerly Le Meridien Orchard Singapore)

Fee: [] S\$640 for D&B Subscriber [] S\$720 for Non-subscriber
(Includes materials, refreshments and lunch)

- Approved for SDF Funding (eligibility criteria apply) – Applicable only for Cheque/GIRO payments
- Up to S\$4 per training hour SDF funding for SMEs (eligibility criteria apply)
- Up to S\$2 per training hour SDF funding (eligibility criteria apply)

EARLY BIRD – Fax in your registration before 19th December to receive a 10% off regular fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee

Fax the completed registration form to 6778 3853

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
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Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company.
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