

# € TRAINING

Effective Report Writing Techniques



30 September -  
4 October 2024  
Casablanca (Morocco)  
New Hotel



# Effective Report Writing Techniques

REF: Q1302 DATE: 30 September - 4 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program offers comprehensive guidance for individuals aiming to enhance their proficiency in producing clear, concise, and impactful reports. Through practical exercises and expert instruction, attendees develop the skills necessary to produce professional-quality reports that inform, persuade, and drive action.

## Program Objectives:

At the end of this program, participants will be able to:

- Write purposeful business and technical reports that meet readers' requirements.
- Utilize different templates and report types to achieve reporting objectives.
- Generate reliable conclusions effectively by researching, analyzing, and organizing information.
- Provide evidence-backed recommendations to support management decision making.
- Use visual aids appropriately to support the presentation of information.
- Apply advanced methodologies to make every report a winning report.

## Targeted Audience:

- Engineers.
- Safety officers.
- Technicians.
- Accountants.
- Managers.

## Program Outlines:

### Unit 1:

#### The Report Writing Process:

- Report writing overview.
- 5 easy steps to report writing.

- Understanding your audience.
- Articulating intended purpose.
- Planning content and style.
- Employing essential writing building blocks.
- Business writing: express or impress?

## Unit 2:

### Reporting Structure:

- Structuring tools.
- Arranging different sections of a report.
- Writing captivating introductions.
- Conducting research and analysis.
- Delivering evidence-backed findings.
- Deriving unbiased conclusions.
- Story telling elements.

## Unit 3:

### Report Types and Templates:

- Recognizing different reporting structures.
- Matching reports to situations.
- 6 reporting types.
- Investigative reports.
- Progress and status reports, Periodic reports, Instructional reports.
- Proposals.
- Financial reports and Reporting templates.

## Unit 4:

### The Power of Visual Aids:

- Using visual aids.
- Principles for designing visual aids, Recognizing different visual aids.
- The role of visual aids.
- Applying principles of design.
- Using images, diagrams, graphs, charts, and tables for impact.
- Integrating visual aids into a report.
- Essential visual aid checklist.

## Unit 5:

### Reports That Win:

- Elements of winning reports.
- Using writing tone effectively.
- Applying scientific tools and methodologies.
- Mastering the 'so what?'
- Building rapport.
- Mastering editing techniques.