



## Advance Report Writing & Communication Skills

18 - 20 May 2025  
Cairo (Egypt)



# Advance Report Writing & Communication Skills

**Ref.:** 15472\_309197 **Date:** 18 - 20 May 2025 **Location:** Cairo (Egypt) **Fees:** 3000 Euro

## Introduction:

A technical report is more than a mere representation of facts about a situation. An influential report can move people towards taking a desired course of action. Moreover, the quality of a report can influence how the reader perceives its subject matter. In this course, we will describe the different types of reports. We will master the structuring and scoping of reports, from conception to completion. We will also learn to write for our specific audience with a tangible sense of purpose. Finally, we will discover a logical approach to developing visual aids to support our representation of the facts, conclusions, and recommendations that comprise the report.

## Targeted Groups:

- Business Professionals.
- Researchers and Scientists.
- Government and Public Sector Workers.
- Engineering and Technical Professionals.
- Environmental and Sustainability Experts.
- Consultants.
- Communication and PR Specialists.
- Educators and Trainers.
- Project Managers.
- Quality Assurance Professionals.
- Legal Professionals.
- Human Resources Personnel.
- Marketing and Sales Professionals.
- IT and Software Developers.

## Course Objectives:

### At the end of this course the 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 Competencies:

- Reports that win.
- The report writing process.
- The power of visual aids.
- Report types and templates.
- Reporting structure.

## **Course Content:**

### **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: 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 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
- Reporting templates

### **Unit 4: Reporting structure:**

- Structuring tools
- Arranging different sections of a report
- Writing captivating introductions
- Conducting research and analysis
- Delivering evidence-backed findings
- Deriving unbiased conclusions
- Tools and methodologies for deriving recommendations
- Bringing it all together: a cohesive and coherent report
- Storytelling elements



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## Unit 5: 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?



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