

# Business and Report Writing

*In today's business environment, it is essential that documents are written with accuracy and clarity to create a positive impact for you and your organisation.*



Become skilled at writing reports and proposals as well as emails and other correspondence, ensuring that your readers understand your message, whether or not they are experts in your field.

This course will enable you to:

- > Command the reader's attention
- > Organise information so that your message is clearly understood rather than confused and ambiguous
- > Create the appropriate tone
- > Generate the desired response and action
- > Win an outcome for your organisation in a competitive situation
- > Optimise layout
- > Adopt an effective proofreading and editing approach
- > Enhance your credibility as a writer

**All participants  
will receive a  
certificate of  
accomplishment.**

This course offers current best practice and strategies inherent in the principles of successful business and report writing skills.

**WORKSHOP PRESENTER**  
**Jeanette Learmont**  
**Ros Harris**

**WORKSHOP DATE**  
**Brisbane**  
5 April 2011  
**Melbourne**  
2 May 2011  
**Darwin**  
16 May 2011

**P**ERFORMANCE  
**I**MPROVEMENT  
**C**ONFERENCES &  
**S**EMINARS

**Strictly Limited Numbers**

**P i C S**  
www.pics.com.au

## Objectives:

The course focuses on applying the techniques of current good practice in document writing to ensure that you write in an accurate clear and concise manner.

It will enable you to:

- > Produce documents that are 'reader friendly'
- > Overcome writer's block
- > Structure documents to maximize the logical flow of information
- > Integrate technical information
- > Avoid common grammar and punctuation errors
- > Remove vague confusing and ambiguous words
- > Construct powerful recommendations
- > Optimize layout for visual information
- > Identify generic templates for a variety of documents
- > Proofread and edit to identify common errors and inaccuracies in documents
- > Use checklist to help ensure appropriate standards are met

## The Program

### SESSION 1

#### Focus on the audience (readers)

- > Be flexible in order to write for various audiences from technical personnel to non-experts

### SESSION 2

#### Plan and structure your documents

- > Apply strategies to prioritise information
- > Build in appropriate signposts to maximize the flow of information

### SESSION 3

#### Write your report

- > Create clear, concise and readable documents
- > Writing in plain English
- > Producing correct paragraphs and well constructed sentences
- > Using appropriate words
- > Avoiding common grammar and punctuation problems
- > Integrating lists
- > Writing winning recommendations

### SESSION 4

#### Optimise layout

- > Achieve the appropriate 'look' for business documents
- > Present graphs, tables and footnotes correctly
- > Use consistent numbering systems

### SESSION 5

#### Components of documents

- > Reports
- > Letters
- > Emails

### SESSION 6

#### Edit and proofread for your final check

- > Check structure
- > Ensure clear and accurate text
- > Use an effective checklist
- > Review and discussion

## The Presenters

### Ros Harris

Ros is a highly regarded writer, editor and trainer, with twenty years experience in running workshops for both government and private sector clients.

Ros has a PhD in English and has written several communication skills courses at both TAFE and post-graduate level. She is renowned for her expert knowledge and engaging presentation style.



### Jeanette Learmont

Jeanette Learmont has a fine record of achievement as a consultant specialising in written communication skills, with a particular focus on effective writing from senior managers to new recruits.

Jeanette has consulted to a wide range of client groups, including national peak body professional associations, government and private sector organisations.



### Qualifications

- Masters Degree in Adult Education (Honours), Monash University
- Bachelor of Arts Degree (Honours), Monash University
- Trained Secondary Teachers Certificate, Hawthorn Teachers College
- Teaching English as a Second Language, Perth Institute of Technology

## Program Timetable

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### Registration

8.30 - 9.00 am

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### Morning Coffee

8.30 - 9.00 am

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### Morning Tea

10.30 - 10.45 am

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### Lunch

12.30 - 1.30 pm

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### Afternoon Tea

3.00 - 3.15 pm

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### Finish

5.00 pm

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*Breaks and lunch fully provided*

## In-House

Enquiries for conducting Business and Report Writing in-house to Jill Moor at PICS - 03 9835 8900 or [jillmoor@pics.com.au](mailto:jillmoor@pics.com.au)

**To ensure optimum learning value for you the workshop is limited to 20 participants**

# Business and Report Writing WORKSHOP 2011

## VENUES

### BRISBANE

5 April 2011  
MERCURE BRISBANE  
85-87 North Quay  
Brisbane QLD 4000  
Tel: (07) 3236 3300

### MELBOURNE

2 May 2011  
THE METROPOLE  
44 Brunswick Street  
Fitzroy VIC 3065  
Tel: (03) 9411 8100

### DARWIN

16 May 2011  
HOLIDAY INN ESPLANADE  
116 Esplanade,  
Darwin NT 0800  
Tel: (08) 8980 0800

## IN-HOUSE

Enquiries conducting Business and Report Writing in-house to Jill Moor at PiCS on (03) 9835 8900 or [jillmoor@pics.com.au](mailto:jillmoor@pics.com.au)

### Registration and enquiries, please contact:

**Jill Moor - P.I.C.S.**  
**PO Box 1040**  
**Hawthorn, Vic 3122**  
**Tel: 03 9835 8900**  
**Fax: 03 9835 8999**  
**email:**  
**[registrations@pics.com.au](mailto:registrations@pics.com.au)**

**Register Online:**  
**[www.pics.com.au](http://www.pics.com.au)**

**Fee:** The registration fee, including GST, is \$770 per attendee including lunches, refreshments and workshop papers. For groups of three or more from the same organisation the fee is \$660 per attendee.

**Registration:** Register online at [www.pics.com.au](http://www.pics.com.au) or forward the completed registration form by fax, post or email to secure your place. Payment must be made prior to the workshop

**GST:** Fees quoted include 10% GST. Registered entities will be able to claim an input tax credit for GST charges on taxable supplies made by PICS. It is the responsibility of those entities to assess their eligibility for any such tax credit.

**Payment:** On receipt of your registration a GST invoice will be issued by PICS. Payment may be made by cheque payable to PICS, credit card, or electronic transfer.

**Cancellations:** Should you be unable to attend, a substitute attendee is always welcome at no extra charge. Alternatively, we will make full and prompt refund for cancellations received fourteen days prior to commencement of the workshop less a 20% administration fee.

**Accommodation:** If accommodation is required it may be booked privately at the conference hotel. Ask for the conference discount rate.

BRISBANE	Mercure Brisbane	(07) 3236 3300
MELBOURNE	The Metropole	(03) 9411 8100
DARWIN	Holiday Inn Esplanade	(08) 8980 0800

## REGISTRATION FORM

PICS ABN: 15 062 943 766

One form per person.  
Photocopy if necessary.

### Business and Report Writing

Please complete and return with your payment to PICS as soon as possible. Registration Fees are payable in advance.

Surname \_\_\_\_\_

First Name (for badge) \_\_\_\_\_

Position \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Postcode \_\_\_\_\_

Tel ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_

I wish to attend:  BRISBANE  MELBOURNE  DARWIN

CHEQUES PAYABLE TO P.I.C.S. OR CHARGE TO:

VISA  MASTERCARD  AMEX  DINERS

Account Number \_\_\_\_\_

Name (Please Print) \_\_\_\_\_ Expiry Date \_\_\_\_\_

Authorised Signature \_\_\_\_\_ Authorised Amount \_\_\_\_\_

PICS is 100% Australian owned and managed

In the event of unforeseen circumstances, PICS reserves the right to substitute other speakers or otherwise amend the program as necessary.