

30 JUNE - 1 JULY 2009
RADISSON BLU
DUBAI DEIRA CREEK
DUBAI, UAE

EXCLUSIVE
TAKEAWAY
200 page
manual

INTRODUCTION

*"Engineers are great at engineering,
but they're often poor writers."*



Professional Technical Report Writing for Engineers will provide you with the skills to write technical reports and proposals that are informative, persuasive, clear and professional.



Many engineers mistakenly believe that technical writing is **meant** to be hard to understand. Their writing is complicated, long and too jargonistic. Unfortunately, many engineers write this way because they think it is **expected** of them. In practice, this just makes it harder to persuade your readers of the correctness and worth of your ideas.



Technical writing is really about **communicating complex information clearly**. This is a skill that can be learned.



Clearer writing can lead to greater comprehension and an increased likelihood that your report or proposal brings about your desired goals.



This comprehensive two-day course will show you how to write technical reports that are highly informative and understood the first time they're read. This course will give you the skills needed to write technical reports that are compelling and highly persuasive. You will also learn all the details of the craft of technical writing.

*"The skill of writing is to create a context
in which other people can think."*

- Edwin Schlossberg

Latest TESTIMONIALS

"I've had very positive feedback after last week's course; seven people called to say they were using the techniques discussed! I thoroughly enjoyed it also and found it extremely helpful."

~ Program Coordinator for a State Government department

"Thanks for your training input to the People Rich team in relation to effective reports and proposals. It provided us with an excellent framework to properly launch our work to market. Your time and expertise were greatly appreciated."

~ Performance Consultant for an executive coaching company

"Tim, thank you for your valuable training session today. The information you imparted was above expectations and easy to digest."

~ Senior Procurement Officer for an international engineering group

"I found yesterday's course very informative, and it's certainly got me thinking about how we can be doing things differently."

~ Technical Publications Coordinator for a national financial advisor

"Fantastic workshop, delivered clearly with a logical flow and a great handout. By far the best workshop I have attended."

"Course brilliant. Tim was very, very good! He managed to keep everyone interested all day. Very relevant content."

YOUR INTERNATIONAL COURSE FACILITATOR



Tim North

BSc(Hons), GradDipHumResDev, MEd

Director

Scribe Consulting

PROFILE

Tim North is a computer engineer who became a writing trainer. Tim has spent more than twenty years teaching computer engineering at the Curtin University of Technology. During this time he has learnt first-hand that most engineers haven't been shown how to write well. So, for the last ten years, he's been running writing courses for engineers and others.

He has extensive experience writing and delivering practical workshops. His feedback from government and industry clients is consistently high.

Tim has been the director of his own training company, **Scribe Consulting** since 1998. His background is a diverse one and includes:

- over twenty years teaching computer engineering
- over ten years delivering writing training to government and industry
- providing on-site training for large resource companies
- the development and delivery of many highly-regarded training courses
- writing the internationally known **Better Writing Skills** newsletter
- working as a technical writer for local engineering companies
- copy editing and proofreading for the academic, government and industry sectors
- providing training-needs analysis.

SPECIAL BONUS

Participants will receive a comprehensive training manual in PDF format. This will provide you with over 200 pages of comprehensively tested training material to guide you in your technical writing when you return to work.



COURSE CONTENT

DAY1 WRITING TECHNICAL REPORTS

After completing this part of the training, you will be able to:

- Explain the importance of identifying your readers and their needs.
- Identify how much technical detail your readers need and will understand.
- Create a needs-analysis table to organise who needs what.
- Provide information to diverse groups of readers with different needs.
- Deal with conflicting needs.
- Explain why it's essential to prepare an outline.
- Write effective covering letters for reports.
- Write effective executive summaries for reports.
- Write effective introductions for reports.
- Write effective conclusions for reports.
- Write effective recommendations for reports.
- Use appendices to keep the body of your report brief.
- Employ general strategies for better scientific writing.
- Explain why it is wise to provide references (even if they're not read).

DAY2 ESSENTIAL TECHNICAL WRITING SKILLS & THE SCIENCE OF PERSUASION

After completing this part of the training, you will be able to:

- Use abbreviations, contractions, acronyms and symbols appropriately and consistently.
- Correctly write numbers and units using the metric system.
- Use capital letters appropriately and consistently.
- Decide whether to write a number with words or with digits.
- Employ strategies to prevent the overuse of acronyms.
- Use punctuation correctly and consistently.
- Use bulleted and numbered lists correctly and consistently.
- Distinguish between different types of persuasion: confirming, challenging, changing and creating
- Answer these essential questions:
 - ★ How can I maximise my credibility?
 - ★ What do I need to know about my readers' past decision-making strategies?
- **Write effective report components including:**
 - ★ A title that includes the major benefit
 - ★ A persuasive executive summary
 - ★ The background
 - ★ Features, advantages and benefits
 - ★ Risks assessment and weaknesses
 - ★ Cost summary
 - ★ Financial and technical details
 - ★ Appendices
- Use plain English for maximum clarity and persuasiveness

 **Practical Exercise - Write your own report.**

NOTE:

The enclosed information is a general overview of the course we offer. However each course will be tailored to suit individual clients' needs. Please inform us of any additional topics to be included, at least one week before the training dates.

PREVIOUS PARTICIPANTS

- Bureau of Meteorology
- City of Albany
- Dept of Housing and Works
- Ministry of Justice
- Premier Motors Volvo
- Public Transport Authority
- RSG Global
- The Hatch Group, Perth
- Water Corporation
- WorkCover
- Western Power Corporation
- Westpac Banking Corporation
- Westralia Airports Corp.
- Acacia Springs Environmental
- Airlite Group
- Argyle Diamonds
- BGC Clay Products
- CRS Australia
- Denver Technology
- ENV Australia
- Fleetwood Pty Ltd
- Groote Eylandt Mining Co. (BHP)
- Intec Engineering
- Leighton Contractors
- Orbital Engine Company
- Taylor International



WHY THIS EVENT

360 BSI recognizes that there is a significant gap that occurs between training delivery and successful implementation.

This Professional Technical Report Writing by Tim North is all about how complex communication can be made clearly. This is a skill that will be taught and can be learned during this training.

After completion of the course, engineers will be able to apply and use the right and effective writing techniques immediately when they return to work.



Participants are encouraged to bring along their own laptop.



Participants can bring (if they wish) some samples of their reports to get professional assessment, view and advise.

This is a unique training course and full of new information, ideas and latest techniques that will surpass your expectation.



WHO SHOULD ATTEND

- All Engineers
- Project Managers
- Line Managers
- Technicians

COURSE SCHEDULE

8.30	Registration & Coffee/Tea
9.00	Workshop commences
10.40 - 11.00	Morning coffee/tea
12.30 - 13.30	Lunch
15.00 - 15.20	Afternoon coffee/tea
17.00	End of day

PROFESSIONAL TECHNICAL REPORT WRITING

30 JUNE - 1 JULY 2009
RADISSON BLU
DUBAI DEIRA CREEK
DUBAI, UAE



REGISTRATION FORM

Fax: +603 9205 7788

Tel: +603 9205 7770

Mobile: +6016 3327 360

Email: events@360bsi.com



DELEGATES

1 Name : _____
Name on tag: _____
Job Title : _____
Email : _____
Mobile : _____

2 Name : _____
Name on tag: _____
Job Title : _____
Email : _____
Mobile : _____

3 Name : _____
Name on tag: _____
Job Title : _____
Email : _____
Mobile : _____



AUTHORIZATION

(This form is invalid without a signature)

Name : _____
Job Title : _____
Email : _____
Tel : () _____
Organization : _____
Address : _____

Signature : _____ Date: / / _____

FEES

- USD 1,995** per delegate
- 10% savings** — register before 31-MAY-09
- USD 5,000** - Special for Group of 3

The fee does not include any taxes (withholding or otherwise). In case of any taxes applicable the client has to ensure that the taxes are paid on top of the investment fee paid for the course. Compliance with the local tax laws is the responsibility of the client.

* Save over 50% for In-house Training programs
For Enquiries: +60-16-3328 360 or samsudin@360bsi.com

IN-HOUSE TRAINING

360 BSI provides *in-house writing training* for business and government clients at all levels: from clerical to executive.

You will receive practical, jargon-free writing training from a professionally qualified educator with over twenty years of teaching and training experience.

Please feel free to mix-and-match topics from the areas listed below to get the right training content for your staff. Other topics may be available upon request.

OTHER RELATED COURSES

- Other Report Writing
- Proofreading
- Business Proposal Writing
- Finance for Engineers
- Leadership for Engineers

Hotel Contact Details:

For Room Reservation, please contact Gayathri Yedukumar.
Telephone: 00971 4 2057105 Fax: 00971 4 2234698
E-mail: reservations.dxbza@radissonblu.com
Radisson BLU Hotel, Dubai Deira Creek
Baniyas Road, P.O. Box 476, Dubai, UAE

General Information:

- 1 Closing date for registration is 21st June 2009.
- 2 The fees cover lunch, tea breaks, materials and certificate.
- 3 Official confirmation will be sent, once registration has been received.
- 4 Participants will need to arrange their own accommodation.
- 5 Attire: Smart Casual

Cancellations/Substitutions

Substitutions are welcome at any time. Please notify us at least 2 working days prior to the event. All cancellations will carry a 10% cancellation fee, once a registration form is received. All cancellations must be in writing by fax or email at least 2 weeks before the event date. Cancellations with less than 2 weeks prior to the event date carry 100% liability. However, course materials will still be couriered to you.

Thank you for your registration!

PAYMENT DETAILS

Payment is required within 5 days upon receipt of the invoice.

Bank transfer:

360 BSI (M) Sdn Bhd
HSBC Bank Malaysia Berhad
Bukit Bintang Branch, Kuala Lumpur, Malaysia
Account No: 203-371059-725
Swift No: HBMBMYKL

All payments must be received prior to the event date