



NORTH EAST REGIONAL EMPLOYERS' ORGANISATION

One-Day Workshop

CREATING COMPELLING REPORTS – the art of writing a good report

**Tuesday 13 March 2018
(9.30 am to 4.30 pm approx.)**

Venue to be confirmed

Workshop Summary

Reports are often the principal evidence of our work, and the means by which our clients and colleagues judge our worth. Because of this, even the most minor error can weaken the impact and effectiveness of a document. The good news is that impressive writing skills can be learned, which helps both the ability and the confidence of the author.

This stimulating workshop covers every stage from planning and structuring, through to writing and presenting, and by the end of the day you will be a much more confident report writer.

It aims to complement and build upon the delegates' collective experience, by giving them the practical and theoretical knowledge required to produce written reports that are clear, concise and successful.

Learning Outcomes

By the end of the workshop, delegates will be able to:

- Set a clear objective
- Build a logical structure
- Establish and build rapport
- Deliver their key messages
- State the main sections required in a report
- Recognise the need for clarity, accuracy and brevity in a good report
- Achieve considerable impact using a structured approach
- Conduct a final read through to proof content and eliminate errors
- Leave a positive lasting impression for the reader

Target audience

The workshop is for those who feel reasonably confident about their writing ability, but need to improve and develop their skills. If you have to write reports as part of your work and want to be more effective in doing so, this workshop is for you.

What will this workshop help me do?

Report writing skills will help you prepare, structure, write and edit excellent reports. You will know how to analyse your audience and tailor the content to their specific needs, compose targeted messages, structure your document for maximum impact and write clear and concise documents which meet your organisation's business objectives.

Workshop Facilitator

The workshop will be facilitated by Andy Lee, CB Learning and Development Ltd, NEREO Associate.

Workshop Fee

The cost of the one-day workshop will be £120.00 + VAT per delegate. This will include payment for a light lunch, refreshments and workshop notes.

ALL TELEPHONE BOOKINGS MUST BE CONFIRMED IN WRITING (E-MAIL, FAX OR WEB-SITE BOOKING). PLEASE NOTE THAT ALL BOOKINGS WILL BE CONFIRMED IN WRITING BY NEREO AND JOINING INSTRUCTIONS FOR DELEGATES WILL BE ISSUED APPROXIMATELY 10 WORKING DAYS PRIOR TO THE EVENT.

Booking Arrangements

Online www.nereo.gov.uk
Email mokeefe@nereo.gov.uk
Fax completed booking form on 0191 2613971

Members are reminded that they should follow their authority's internal application process before submitting applications.

Closing Date : Friday 2 February 2018

Further Details

For further details please contact Maureen O'Keefe on 0191 2613975.

OUTLINE

- 9.30 am** **Welcome and Introductions**
Plenary session to introduce delegates to the group and to map learning objectives to individual objectives for the event
- Pre-workshop exercise feedback - each delegate will have prepared a five W's statement of no more than 30 words to explain their role and present this to the group
- 10.00 am** **Reports and Business Cases - key differences**
Best practice models of report structures, importance of grammar and plain English, context of role and mapping of the customer/client need to arrive at the best approach for writing. Beginning to organise your material logically and creating your preferred approach for your report
- Facilitated plenary and group reflection followed by short exercise in structuring
- 10.30 am** **Writing with the reader in mind**
How to understand your readers and how to grab their attention with your writing. Common mistakes and dos and don'ts. Style and tone-getting it right!
- Organising your writing to hit your readers' short term memory and maximise impact of your work. The power of the Executive Summary (5 min/20/30 min and full reads) and powerful core messaging
- Facilitated plenary and reflection followed by practice Executive Summary mapping exercise/extrapolating the key messages from a sample document
- 11.30am** **Business intelligence and data to drive your reports' points home**
Big picture business analysis for your reports. Using the attention span and scan of the reader to prove your point using a simple model for delivery. Sample, contextualised examples of where powerful messaging can aid acceptance of reports
- Facilitated exercise around the Prove model of core messaging
- 12.30 pm** **Lunch**
- 1.30 pm** **Best Practice**
Delegates will bring along examples of good practice report writing and compare them in a plenary session
- They will also discuss examples of bad practice and begin to finalise a template approach to creating a best practice report which will give consistency across the group. This template will be partly developed in advance of the session but will rely on input from delegates to formalise.
- 2.30 pm** **Break**
- 2.45pm** **Practical writing exercises**
Taking what they have explored, delegates will create a two page executive summary for a topic chosen by our facilitator and will be provided with facts to back up the report. They will be tasked with creating a compelling and articulate written report
- Personal exercise with feedback from our facilitator on style, content and tone
- 3.30 pm** **Editing and polishing your work**
How to put the finishing touches to your work once ready. Tools and tips
- 4.00 pm** **Personalised action planning session**
- 4.30 pm** **Close**