

Good written communication helps organisations communicate successfully. Business reports and communications should be clear, concise and free of ambiguity. This course will help you develop business writing skills that convey a targeted message and project a professional image. Through practical, hands-on exercises you will learn how to write more compelling and powerful business documents and reports.

Course Information

Duration:	One day	Location:	London
Cost:	Public course: £325 plus VAT Individual tuition: £495 plus VAT	Dates:	Please call 020 7359 9880 or visit www.lcmj.co.uk

Key topics

- Planning the message
- Structuring your report
- Clear and concise English
- Formatting a report
- Creating maximum impact
- Practical examples and exercises

Course Outline

Planning the message

- Planning what you have to say
- Who is your audience?
- Generating ideas
- Overcoming writer's block
- Meeting the needs of your audience

Structuring your writing

- Choosing an appropriate style for your audience
- Structuring your message
- Models to use

Writing clearly and concisely

- Simplifying your language and sentences so that your written English has maximum impact
- Rules for clear and concise copy
- How to rewrite a piece for a different audience

Formatting reports and business documents

- The essentials of good design
- Looks do matter
- Guidelines for laying out your report so the aesthetics reflect the quality of the content

Clear concise communication

- Guidelines for clear and concise copy
- Measuring the clarity of your written work
- Examples of what works and what doesn't
- Appealing to intelligence and business sense
- Critiquing professional writing

Questions and answers

All courses at the London College of Media and Journalism are supported by six months telephone Helpline support.