

## Course information

# Introduction to Report Writing: Say what you mean and mean what you say

### About This Course

Born of our rage and frustration with having to read boring and badly constructed reports, this heart-felt course will give you key skills and knowledge to create reports that 'say what you mean and mean what you say'. Our aim is to help you plan and edit memorable reports that have a clear purpose and message, and that address the needs of your organisation and readership.

### Level

This course is suitable for anyone who writes reports for either internal or external audiences. While we will cover some of the basics of grammar and expression, you'll need to have a good level of written English to benefit most from this course.

### Aim

To help you plan and produce reports that meet your objectives, engage your audience, convey your message, and make an impact.

### Objectives

By the end of the course you will be able to:

- list the key features of an effective report
- describe and use a systematic approach to planning your report
- select key content that meets the aims of the report and the needs of the audience
- structure your report logically and clearly
- describe key layout considerations, to ensure your report looks good and is easy to read
- apply a writing style that ensures clarity, consistency, and impact
- avoid common pitfalls of grammar, punctuation and jargon
- list and apply the key steps involved in reviewing and polishing your report.

### Indicative Content

- key features of effective report writing
- planning your report systematically
- decisions about content: what to leave in, what to leave out
- report structuring: help your reader and enforce your message
- good report layout
- effective writing style: ensuring your report is clear and engaging
- good grammar, punctuation, and jargon-free language
- reviewing and polishing your report.

### Course Style

On this course there will be a balance between trainer input and practical exercises, and we will give you plenty of opportunity to apply your skills to a report that is relevant to your work.

**For further information on The Environment Council and our learning and development opportunities, please visit: [www.the-environment-council.org.uk](http://www.the-environment-council.org.uk)**

**Or contact Maeve O'Keeffe or Magnus Alanko on 0207 632 0118 / 0138, or email [training@envcouncil.org.uk](mailto:training@envcouncil.org.uk)**

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**The Environment Council**

### Testimonial for TEC Training

*The very knowledgeable and experienced trainers give you room to develop whilst supporting and guiding your learning.*

### Ruth Rush

Community Relations Manager, Environment Agency

### Trainer Profiles

#### Maeve O'Keeffe

Maeve is an experienced trainer, facilitator and project manager whose considerable practical experience within public dialogue and stakeholder engagement spheres. Maeve believes that training should be fun, dynamic and participative and works with some of the UK's leading thinkers and practitioners to pioneer our innovative and cutting-edge courses.

#### Matt Farren-Handford

Matt has experience in a wide range of business environmental reporting and has advised large corporates on the reporting strategies. Matt works with a range of corporate sectors to encourage better engagement in business but ultimately gets his greatest satisfaction from learning new things and helping others do the same. This is his guiding principle in training and as such he advocates a "learning through doing" mentality in his training techniques.



### Dates:

24 May 2007  
10 October 2007

### Duration:

1 Day

Non-Residential.

Lunch and refreshments included.

### Venue:

The Environment Council offices, Central London.