

BUSINESS COMMUNICATIONS AND REPORT WRITING

COURSE DATE

31 Oct - 02 Nov 2012

COURSE DURATION

3 days – 08:30 to 16:30 daily

COURSE FEES

R10 570 (excl. VAT) per delegate

**5% discount
for enrolment 2 weeks
prior to course date**

WHAT'S INCLUDED

Provision of the course by AstroTech includes:

- Dynamic and knowledgeable facilitators
- A quality folder, notepad and pen
- Training file and CD
- High quality training venue
- Parking
- A course attendance certificate
- Lunch and refreshments

REGISTRATION DEADLINE

Your completed enrolment form must be received prior to the start of the scheduled course.

TEL 011 582 3222 / 0861 ASTROTECH
FAX 011 582 3201 / 0861 ASTROFAX
E-MAIL TRAINING@ASTROTECHTRAINING.CO.ZA
PRIVATE BAG X80500 HOUGHTON 2041

0861 ASTROTECH
WWW.ASTROTECH.CO.ZA

★ COURSE OVERVIEW

To achieve in the business world you have to be able to write well. Sometimes the only window that senior management has to you and your performance is through the reports that you write. Report writing is central to decision making and progress reporting and this is often achieved through documents such as proposals, business cases and status reports. Yet it is surprising how many people struggle to write well. Fortunately, effective report writing is something that can be mastered. To assist business professionals in developing the skills required to write well, AstroTech is offering a training course on "Business Communications and Report Writing".

WHO, WHY & WHAT

- Establishing and understanding the need for the report
- Identifying the purpose of the report
- Knowing the audience
- Identifying the needs of the audience
- Reader-centred writing
- Maintaining the reader's attention

REPORT PLANNING & STRUCTURE

- Why planning is crucial
- The report format
- Achieving flow
- Selecting relevant information
- The third person
- Ensuring quality
- The design and structure of the report
- Introducing the content
- Ensuring a logical structure
- Writing professional reports
- Being concise but complete
- Proof reading

BRINGING THE REPORT TO LIFE

- Maximising the impact of the report
- How to make a report interesting
- When and how to add some flair!
- The significance of word selection
- Keeping readers interested
- Compelling, motivating and persuading your reader!
- Selecting an appropriate style and tone
- The Good, the Bad and the Ugly!
 - Identifying features of a poor report
 - Identifying features of an effective report
 - Getting the message across
 - Avoiding rambling and repetition
 - Technical reports for non-technical readers
 - Working with subject-matter experts
 - Converting data into information
 - Supporting tools such as tables, graphs, illustrations, lists, etc
- Selecting terminology appropriate for the recipient
- Writing with confidence
- Building a persuasive argument
- Achieving impact
- Getting attention!
- Livening up a document

... AND MUCH MORE!



COURSE INFORMATION

★ WHO SHOULD ATTEND

- Business Professionals who can improve their Reports, Business Cases and other Business Documentation
- Technical People/Specialists who need to write reports for Non-Technical readers
- Sales staff responsible for preparing proposals
- Anyone else looking to improve their business writing skills

★ OUTCOMES

After attending this course attendees should be able to:

- Improve your effectiveness by writing well
- Learn how to get your message across in writing
- Achieve the results that you want by learning to write convincingly
- Improve your performance & profile by writing professionally
- Learn to write from the reader's perspective
- Learn to write confidently & clearly
- Reduce rework in re-writing reports
- Network with other industry professionals

★ TAKE HOME TOOLS

- A detailed manual, workbook and CD
- A quality folder, notepad & pen
- One month of free telephonic and e-mail support included

★ SETA ACCREDITATION

AstroTech Training is accredited as a Training Provider with the Services SETA (No. 3852)

Make sure that you complete your Workplace Skills Plan, and you can claim back the relevant percentage of your Skills Development Levies!

★ THE VENUE

The course will be held at the AstroTech Conference Centre, in Parktown, which boasts the unusual combination of an upmarket business venue, security and convenience, in a setting which captures the historic grace and style of Johannesburg's golden era.



Centrally situated, you can step off the Gautrain at the Rosebank station, or exit the M1 at the Joe Slovo/Houghton Drive offramp, and we are just around the corner.

For a list of accommodation options nearby, visit www.astrotechconf.co.za/accommodation

★ LEVEL 1 BBBEE STATUS

Spending with AstroTech counts twice! You can claim 135% of any training spend with us towards your Procurement scorecard, and everything spent with us on training your qualifying staff will count towards your Skills Development target!

★ TERMS & CONDITIONS

- If the course is not held for any reason, AstroTech's liability is limited to the refund of the full course fee.
- Should course expectations not be met for any reason, delegates are given the opportunity to leave before lunch on the first day, and receive a full refund of the course fee.
- Payment is due before the start of the course, unless other terms form part of our Supplier/Client agreement.
- Failure to pay on time does **not** constitute cancellation of the booking, and the Terms and Conditions applicable to Cancellations and Postponements as set out below will apply.
- To avoid possible additional costs, **WRITTEN NOTICE** of any changes to your booking must be received at training@astrotechtraining.co.za within the following timeframes:
- **CANCELLATIONS:**
 - CANCEL WITHOUT COSTS:** If you advise us BY EMAIL **at least SEVEN** calendar days before the course
 - PAY 50% OF THE COURSE FEE:** If you advise us BY EMAIL **less than SEVEN** calendar days, but more than 24 hours before the course
 - PAY 100% OF THE COURSE FEE:** If you advise us BY EMAIL **less than 24 hours** before the start of the scheduled course, OR if the delegate is **ABSENT** without notification
- **POSTPONEMENTS:**
 - WITHOUT COSTS:** If you advise us BY EMAIL **more than THREE** working days before the course
 - WITH ADDITIONAL FEE (R1,430 PER DELEGATE):** If you advise us BY EMAIL **THREE or less** working days before the course starts, or if the delegate is **ABSENT** without notification, but still wants the option of postponement
- The invoice for the training remains due and payable as at the scheduled start date of the original course booked, and payment terms are not extended for postponements or exchanges to future courses.
- Postponements must be utilised within a maximum of **SIX** months from the scheduled date of the original course booked, or the course fee will be forfeited.
- Once you have postponed, the **CANCELLATION** terms above **no longer apply** to the future course, and you cannot subsequently cancel the booking without being liable for the full course fee.
- Special promotions applicable to the original course dates will **not** carry over to the postponed dates where the new dates fall outside of the promotion period.
- **PRESENTERS**
Should it be necessary, AstroTech reserves the right to substitute the presenter.
- **COMMUNICATION**
When a person registers on AstroTech's website, is registered on an AstroTech course or sends an email to AstroTech, that person consents to receiving communications electronically or otherwise by AstroTech and/or its business partners.
- **DISCLAIMER**
AstroTech will not be held responsible for any loss, damage or harm, direct, indirect, consequential or otherwise and howsoever arising that may be caused to any person or property during the providing of any services by AstroTech to the client.

COURSE NAME: **Business Communications & Report Writing**

COURSE CODE: **BCRW20121031**

COURSE DATE: **31 October - 02 November 2012**

DURATION: **3 DAYS**

COURSE FEE: **R10 570.00 excl. VAT (per delegate)**

Qualify for a **5% discount**, if we receive your form before: **17 October 2012**

DISCOUNTED FEE: **R10 041.50 excl. VAT (per delegate)**

TOTAL NUMBER OF DELEGATES TO BE ENROLLED:

> DELEGATE DETAILS [Substitutions may be made at any time prior to the start of the training course]

1 First Name and Surname

Position _____ Special Diet: K H V O

E-mail _____

Cell No. Office Tel No.

2 First Name and Surname

Position _____ Special Diet: K H V O

E-mail _____

Cell No. Office Tel No.

TO REGISTER ADDITIONAL DELEGATES, PLEASE COMPLETE THE INFORMATION ON THE NEXT PAGE.

DIETARY REQUIREMENTS [Insert total no. of DELEGATES requiring special meals PER CATEGORY- meal fees below are **additional** to course fee]

KOSHER: R450 (excl. VAT) per day HALAAL: R305 (excl. VAT) per day VEGETARIAN: Always available at no cost

OTHER: (e.g. allergies, etc) Please specify: _____

Special Needs (e.g. wheelchair, visual disability, etc) _____

> COMPANY / ORGANISATION DETAILS (Please supply company details as required for a SARS compliant Tax Invoice)

Company Name _____

Department/Division _____

Postal Address _____ Postal Code

Company VAT Registration No.

Main Company Switchboard No. Fax No.

> PAYMENT (Payment is required prior to the start of the training course. **NB:** Use your invoice number as reference on your deposit/EFT)

Purchase Order No. (to be incl. on Invoice if applicable) _____

Do you require separate invoices for each delegate? YES NO

Payment Contact Person _____

Office Telephone No.

E-mail _____

> AUTHORISATION

Name _____

Position _____

Office Telephone No. Cell No.

E-mail _____

Authorising Signature:

Date / /

Your booking is confirmed as soon as we receive your completed enrolment form, which you can e-mail to training@astrotechtraining.co.za or fax to **011 582 3201**. If you need any assistance whatsoever, please call us on **011 582 3222**.

Submission of this enrolment form constitutes acceptance of our Terms and Conditions, and also serves as confirmation of your authority to make the booking and ensure payment on behalf of your Organisation.

ENROLMENT FORM (CONT.)

COURSE NAME: **Business Communications & Report Writing**

COURSE CODE: **BCRW20121031**

> DELEGATE DETAILS

3 First Name and Surname

Position

E-mail

Cell No.

Office Tel No.

Special Diet: K H V O

4 First Name and Surname

Position

E-mail

Cell No.

Office Tel No.

Special Diet: K H V O

5 First Name and Surname

Position

E-mail

Cell No.

Office Tel No.

Special Diet: K H V O

6 First Name and Surname

Position

E-mail

Cell No.

Office Tel No.

Special Diet: K H V O

7 First Name and Surname

Position

E-mail

Cell No.

Office Tel No.

Special Diet: K H V O

8 First Name and Surname

Position

E-mail

Cell No.

Office Tel No.

Special Diet: K H V O

9 First Name and Surname

Position

E-mail

Cell No.

Office Tel No.

Special Diet: K H V O

10 First Name and Surname

Position

E-mail

Cell No.

Office Tel No.

Special Diet: K H V O

11 First Name and Surname

Position

E-mail

Cell No.

Office Tel No.

Special Diet: K H V O