

# Defining Communication Quality Standards for Your Technical Reports

*Learn how to effectively convey data and key messages in  
technical reports*

## Webinar Description

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<b>Webinar Audience:</b>	Entry through senior-level authors and reviewers of technical reports
<b>Webinar Purposes:</b>	To learn best practice methods to help improve the underlying logic and communication quality of research reports and reduce the time spent crafting these documents
<b>Webinar Duration:</b>	One hour
<b>Webinar Design:</b>	Facilitator-lead with 90% presentation and 10% discussion utilizing an exhibit-rich user manual and presentation slides
<b>Webinar Date:</b>	Various dates are available. Check current list at <a href="http://www.mcculley-cuppan.com/webbasedlearning.html">http://www.mcculley-cuppan.com/webbasedlearning.html</a>

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*To be successful, technical products must meet certain standards, that is, specifications commonly referred to as acceptance criteria. These standards define acceptable quality for the products. Technical documents, which should be thought of as products, will have a better chance of succeeding if they too meet explicit quality standards. This webinar presents and discusses utilization of a well-characterized set of document standards that authors and reviewers can apply to determine the communication quality of any technical report.*

## Webinar Outline

### **Understanding why document standards are critical for creating high-quality documents**

This section discusses how writing is a transaction between the writer and the reader, with the principal obligation for effectively conveying the message belonging to the writer. It is the writer's responsibility to reduce the amount of "interpretive space" available to the reader to construct an alternate meaning. Therefore to ensure communication success, effective writers of complex research material know they must work to well-defined standards.

### **Differentiating between intellectual and structural elements of a technical report**

It is important as a writer or reviewer to be able to distinguish the document elements that impact the conveyance of meaning to the reader. This section of the webinar describes the critical elements that make up the intellectual backbone of high-quality technical reports in contrast to the structural elements.

### **Understanding document standards for technical report communication quality**

This section of the webinar introduces a set of document standards developed by McCulley/Cuppan. The standards address communication quality and have been shown through academic research and empirical application to effectively define usable, comprehensible documents.

*Webinar description continued on next page.*

## **Applying document standards to judge the communication quality of your technical reports**

In this section of the webinar participants examine a set of “before and after” exhibit documents to understand how the standards are applied. The “before” exhibit documents reflect typical communication patterns that often interfere with the reader’s ability to line up with the author’s position. The “after” exhibit documents demonstrate how these weak communication patterns can be eliminated to enhance the overall communication quality of the report and ensure reader understanding.

## **About your speaker**

### **Gregory Cuppan**

Greg is the Managing Principal of McCulley/Cuppan LLC, a group he co-founded. He has spent 16 years providing consulting and training services to pharmaceutical and medical device companies and research enterprises. Greg has personally interviewed dozens of regulatory agency staffers regarding the task of reading and using the documents submitted by drug and device sponsors.

## **How to register for the webinar**

1. Visit our website <http://www.mcculley-cuppan.com/webinarregistration.html>.
2. Complete the registration form for each registrant and click Submit.
3. A member of our E-Learning Program staff will contact you to complete registration and process payment.
4. Following your registration, you will receive an emailed confirmation that includes connection instructions for the webinar and a copy of the webinar manual.

## **About McCulley/Cuppan**

McCulley/Cuppan provides a full range of consulting, training, and writing support to the pharmaceutical R&D industry.

- We have worked with over 60 pharmaceutical and biotech companies worldwide.
- We interviewed, trained, and worked with the FDA to help medical officers improve the quality of their documents and document development processes.
- We have developed and conducted customized training programs and workshops for over 4000 scientists worldwide.



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