

# How to Write Effective Technical Summaries and Executive Summaries

*Learn the Differences between Writing Abstracts, Summaries, Executive Summaries, and Summary Reports*

## Webinar Description

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- Webinar Audience:** Professionals who must write scientific and technical research reports, development history, and project reports
- Webinar Purposes:** To learn best-practices for writing summaries of various forms, ranging from abstracts to report summaries, executive summaries, and summary reports
- Webinar Length:** One hour
- Webinar Design:** 90% presentation and 10% discussion utilizing exhibit-rich user manual and presentation slides
- Session Date:** Various dates available, 12:00-1:00pm USA Eastern Standard Time
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## Webinar Outline

### Types of summaries and their functions

Good writers recognize there are different types of summaries and that they serve different functions. This section will introduce the various forms of summarization that are addressed in detail during the webinar:

- Abstracts
- Summaries
- Executive Summaries
- Summary Reports

### Abstracts

Effective writers understand the purpose of an abstract is to provide the reader enough information to determine whether they want to read the entire report or the section of a report. They also recognize there are two types of abstracts you may use when writing technical reports—descriptive abstracts and informative abstracts—and when to use each approach. This portion of the webinar will provide guidance and examples to help better understand when and how to use abstract summaries in your written work.

### Summaries

The problem most writers face when attempting to summarize a report is figuring out what to include and what to leave out. The goal of writing a summary is to offer as accurately as possible the sense of the full report, but in a condensed form. This portion of the webinar will offer clear guidance on the six critical elements to put in your report summary.

## Executive Summaries

An executive summary, as the name implies is summary of a larger body of work typically for managers and higher-level executives. These summaries, generally less than three pages, enable readers to learn the key points quickly and easily so that they can review issues or make decisions without necessarily reading the entire documents. The trick is to effectively distill a large report down to its principal messages and supporting elements, miss nothing important, and include nothing nonessential. This portion of the workshop provides eight guiding principles to help you plan and develop a high-quality executive summary.

## Summary Reports

Summary reports are often required when creating a historical profile of how research or development work evolved over time. These documents can be very challenging to write as the author must *analyze, assess, compare, describe, discuss, evaluate, or show* relationships between information and events. This portion of the webinar will discuss how to use a writing tool to help sort and plan the content of a summary report.

## About your speaker

### Gregory Cuppan

Greg is the Managing Principal of McCulley/Cuppan LLC, a group he co-founded. He has spent 15 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

Visit our website <http://www.mcculley-cuppan.com/effectivesummarieswebinar.html>.

- 1) Complete the registration form for each registrant and click Send.
- 2) A member of our E-Learning Program staff will contact you to complete registration and process payment.

Following your registration, you will receive an emailed confirmation that includes connection instructions for the webinar.

## 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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