

Managing the Message in Your Technical Report

*Learn How to Make All of Your Technical Writing Clear,
Concise and Message-Focused*

Webinar Description

Webinar Audience:	Entry-level research and development professionals who must write scientific and technical documents and memos
Webinar Purposes:	To learn best-practice methods to help reduce the time spent crafting documents and improve the communication quality of reports and memos
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

Webinar Outline

Consider the reader of technical reports and memos

Writing is a transaction between the writer and the reader, with the principal obligation for effectively conveying the message belonging to the writer. Therefore, effective writers of complex technical material know they must account for their audience before drafting a report or memo. This portion of the webinar discusses:

- Characterizing the reader of technical documents
- Reading “to do” versus reading “to learn”
- Characterizing the on-screen versus paper reader
- Engaging the busy reader

Best-practice: following the six stages in the writing process

- Planning
- Organizing
- Drafting
- Revising
- Reviewing
- Editing

Best practice: applying writing tools to reduce time spent drafting and improve communication quality

Many documents miss their mark because writers fail to plan before they write. The most important planning decisions involve your purpose and readers. This section discusses the use of writing tools to help you quickly and easily make decisions about your writing tasks:

- The 4-box Method of document planning:
 - A simple way to plan high quality documents more efficiently. It is useful for many types of documents, from internal memos, to letters, to formal reports.
 - The technique calls for the author to organize key concepts and messages within the framework of four boxes.
- Outlining:
 - Provides an effective method to organize the content of a report or even just a section of report. Effective outlining can make a big difference in the quality of a final document.
- Flow mapping:
 - Another effective method to help organize the content of a 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/managingmessageswebinar.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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