

## **RSB Training Programme: Persuasive Scientific Report Writing**

In this full day course, participants will learn the principles and processes for high quality communication in scientific thinking and writing, with plenty of opportunity to discuss and practice the skills learnt.

### **Who is the course aimed at?**

Writers of technical, scientific and other related reports or documents, who wish to improve their report and general document writing skills.

### **What does the course cover?**

- Persuasive Writing - Getting your arguments across convincingly
- Structured Writing - How to be logical, concise and to the point
- Reader Analysis - Give your readers what they want from your writing
- Issue Response - How to handle the tricky bits
- Document Structure - Data, ideas, conclusions, what to put where reviewing - How to get and give effective reviews

The course will be run in an interactive style, where participation of course attendees will be encouraged. Participants will receive a course booklet covering the topics and ideas discussed, and exercises to develop their confidence in using them.

### **Further information**

Course tutor Cliff Collis has over 25 years of experience in personal research in physiology and biochemistry medical schools in London as well as specialising in science communication - science for scientists. He then went on to work at a large pharmaceutical company as a communication specialist, working with drug development teams helping them prepare documents and presentations for health authority meetings to progress new drugs through the drug development approval procedure.

Feedback from attendees at Cliff's course in 2014:

*"The course was well delivered, at the right pace and with good interactivity"*

*"Very well structured with a good range of material and helpful examples"*

### **Contact**

For more information and to register your interest, please [contact](#) our training officer.