

Technical Proposal Writing Skills (Online)

Date : 11 May 2020 (via Zoom)

Duration : 6 hours

(Session 1 – 9am to 12pm & Session 2 – 1pm to 4pm)

Course Fee: \$299.60

(Inclusive of 7% GST)

Training Objectives

- Essential of Technical Writing
- Learn how to write clear, concise, correct and complete work proposals
- Writing a variety of technical proposal documentation such as tenders and bids

Session 1

The Fundamentals of Effective Technical Proposal Writing

- What is technical writing?
- What is proposal?
- The fundamentals of good technical writing
- A few useful rules of punctuation, grammar, abbreviation and capitalisation

Principles of Technical Communication

- The approaches to writing - voice, direct and indirect
- Words and Phrases commonly used in technical writing

Tone in Writing

- Using appropriate words and phrases to improve tone in writing.
- Keeping ideas as a statement of fact instead of personalising them.
- Focusing on the solution instead of the problem.

Session 2

Review Proposal Samples

- Applications of proofreading and vetting techniques
- Identifying the pros and cons of the proposal
- Understanding what the characteristics are between proofreading and vetting

Proposal Writing Tools and Techniques

- Identifying the proposal writing structure and organisation
- How to do systematic planning (formal and informal templates) such as 4P's, AIDA, IMPACT in the writing process.
- How to enhance the proposal by using graphic representation such as tables, graphs, pie charts, etc.

Trainer: Caroline Dawson

- More than 18 years of invaluable experience as an Editor of lifestyle and technical publications and 15 years teaching business management, environmental and soft-skills communication
- Experiential, innovative teaching methods and highly interactive curriculum
- ACTA certified WSQ trainer, had worked with WDA to develop training content for the Employability Skills System
- Attained the Diploma in Teaching English to Speakers of Other Languages (TESOL) certification through the London Teacher Training College and teaches English as a foreign language.
- As an MBTI®, DISC Accredited Administrator, Enneagram and Lumina Spark practitioner, she has administered the tools to top level managers and supervisors on managing their communication styles both verbal and written.

Methodologies

- Interactive Lectures
- Group Discussion/Brainstorming
- Case Studies
- Self-Analysis
- Interactive Exercises

For more enquiries:

Contact Jackie Tan at jackie_tan@snef.org.sg / trg@snef.org.sg / 6827 6917

Register online at www.snef.org.sg under 'Training' and Course Category 'SNEFdigital'