

## EFFECTIVE COMMUNICATIONS, PRESENTATION SKILLS, BUSINESS & TECHNICAL REPORT WRITING

“Enhancing Communication, Presentation, and Writing Skills for Business Success”

### Schedule

Date	Venue	Fees (Face-to-Face)
05 - 06 Feb 2026	Dubai, UAE	USD 1,995 per delegate
17 - 18 Feb 2026	Doha, Qatar	USD 1,995 per delegate
04 - 05 Mar 2026	Riyadh, KSA	USD 1,995 per delegate
29 - 30 Jul 2026	Riyadh, KSA	USD 1,995 per delegate
04 - 05 Oct 2026	Manama, Bahrain	USD 1,995 per delegate
09 - 10 Dec 2026	Doha, Qatar	USD 1,995 per delegate

► Available delivery methods: Face-to-Face & Online Training

### Introduction

In the fast-paced, globalized business world, effective communication, presentation, and report writing are vital skills that impact an organization's performance. Clear communication can enhance collaboration, improve decision-making, and influence stakeholders. Moreover, the ability to present complex ideas in a structured, impactful manner and write comprehensive, clear reports are crucial in driving business success.

This 2-day course is designed to help professionals improve their verbal, written, and presentation skills. The program will focus on mastering communication techniques, presenting effectively to audiences, and writing business and technical reports that are clear, concise, and persuasive.

### Objectives

By the end of this course, participants will be able to:

- Develop clear, concise, and persuasive business communication strategies
- Enhance their public speaking and presentation skills for maximum impact
- Create well-organized, professional business and technical reports
- Use advanced writing techniques to present complex information simply
- Engage audiences effectively during presentations and meetings
- Improve interpersonal communication to build stronger professional relationships

## Why Attend

- Master the art of clear and effective communication for both internal and external stakeholders
- Learn to present with confidence and clarity, regardless of audience size
- Gain essential skills in writing business and technical reports that convey information effectively
- Improve your ability to lead and participate in discussions with increased impact
- Develop strategies to tailor messages to specific audiences and achieve desired outcomes

## Target Audience

### This program is designed for:

- Business managers, team leaders, and executives
- Project managers and technical professionals
- Individuals seeking to improve their presentation and communication skills
- Professionals responsible for creating reports, proposals, and technical documents
- Anyone looking to enhance their overall communication and business writing effectiveness

## Individual Benefits

### Key competencies that will be developed include:

- Clear and effective communication strategies for business success
- Enhanced public speaking and presentation techniques
- Structured writing methods for creating professional reports and documents
- Improved ability to communicate technical and business information to non-expert audiences
- Increased confidence in delivering impactful presentations and reports

## Organizational Benefits

### Upon completing the training course, participants will demonstrate:

- Stronger, more effective internal and external communication
- Improved team collaboration and decision-making
- Enhanced organizational reputation through clear and concise reporting
- Increased productivity through more efficient writing and presentation methods
- Better alignment of messages with organizational goals and objectives

## Instructional Methodology

### The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Key communication techniques, presentation skills, and writing strategies
- Case Studies - Real-world examples of successful communication, reports, and presentations
- Workshops - Group exercises on writing business reports, giving presentations, and developing communication strategies
- Peer Exchange - Group discussions and feedback on presenting complex ideas clearly
- Tools - Templates, checklists, and frameworks for effective communication, writing, and presenting

## Course Outline

### Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Effective Communication & Presentation Skills

- **Module 1: The Art of Effective Communication** (07:30 – 09:30)
  - Key principles of effective business communication
  - Identifying your audience and tailoring messages accordingly
  - Active listening and the role of feedback in communication
  - Strategies for overcoming communication barriers
- **Module 2: Enhancing Public Speaking and Presentation Skills** (09:45 – 11:15)
  - Structuring presentations for maximum clarity and impact
  - Engaging your audience with compelling visuals and stories
  - Handling nerves and building confidence when presenting
  - Effective body language and vocal delivery
- **Module 3: Preparing and Delivering Presentations** (11:30 – 01:00)
  - Using PowerPoint and other tools effectively in presentations
  - Practicing the art of delivering persuasive messages
  - Tailoring presentations to different audiences and contexts
  - Question and answer session techniques for engaging discussions
- **Module 4: Workshop – Presentation Practice and Peer Feedback** (02:00 – 03:30)
  - Participants prepare and deliver short presentations
  - Peer and instructor feedback on structure, content, and delivery

#### Day 2: Business & Technical Report Writing

- **Module 5: Writing Clear and Effective Business Reports** (07:30 – 09:30)
  - Structuring business and technical reports for clarity and readability
  - Key components of a report: introduction, methodology, findings, and conclusion
  - Writing with precision and brevity for busy decision-makers
  - Common pitfalls in report writing and how to avoid them
- **Module 6: Advanced Writing Techniques for Business and Technical Reports** (09:45 – 11:15)
  - Using data and visuals to support your message
  - Presenting complex technical information to non-technical audiences
  - Proofreading and editing techniques for error-free writing
  - Ensuring alignment with organizational objectives and policies
- **Module 7: Writing for Impact: Making Your Report Stand Out** (11:30 – 01:00)
  - Crafting powerful executive summaries
  - Creating compelling arguments and recommendations
  - Using persuasive language and tone in business reports
  - Writing clear, actionable conclusions
- **Module 8: Workshop – Writing and Reviewing Business Reports** (02:00 – 03:30)
  - Participants write a section of a business or technical report based on a case study
  - Peer review and instructor feedback on writing clarity and effectiveness

## Certification

Participants will receive a **Certificate of Completion in Effective Communications, Presentation Skills, Business & Technical Report Writing** , validating their proficiency in communication, presentation, and writing skills essential for professional success.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
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