

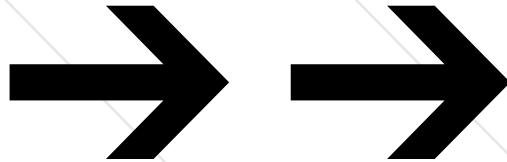


**MARCUS GOMEZ & PARTNERS**

*Training Presentation*

# **PRACTICAL TECHNICAL WRITING**

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# COURSE OVERVIEW



## It's all in the details.

Presented by internationally syndicated columnist and pioneer writing consultant Marcus Gomez, "Practical Technical Writing" is a two-day course that demystifies the art of technical communication. Designed for professionals of the information age, the course demonstrates a practical, sensible approach to communicating technical matter.

Course participants will learn how to use tried-and-true strategies for technical authoring that will make their documents more understandable and effective, eliminating miscommunication and encouraging information retention.

Also included with PRACTICAL TECHNICAL WRITING is a free copy of the Marcus Gomez & Partners Writing Methodology, a quick reference guide that participants may keep handy at their desks and from which they may continue to learn and improve their writing skills. It covers all the concepts and principles discussed during the course as well as practical, step-by-step instructions for writing technical documents.

# MODULE OUTLINE

## → Practical Technical Writing

| MODULE | TOPIC                       | DESCRIPTION   |
|--------|-----------------------------|---|
| 1      | What is Technical Writing?  | The Knowledge Gap; The “Technical Writing Approach”; Technical Writing in Action; Technical Writing: Applications and Uses  |
| 2      | Understanding Information   | The 7 Types of Information; The 7 Principles of Information Blocking  |
| 3      | Information Infrastructures | Descriptions; Definitions; Process Documentation; Causal Documentation; Classifications; Comparisons  |
| 4      | The Writing Process         | The Writing Process; Audience Analysis; Audience Adaptation; Identifying Sources; Document Outlining; Information Gathering   |
| 5      | Revision Techniques         | Macro Revision; Micro Revision  |
| 6      | Technical Reports           | Types of technical reports; Technical-background reports; Work instructions; Evaluation, Feasibility and recommendations; Technical specifications; Proposals; General considerations for report planning |
| 7      | Formatting                  | Headings; Lists; Tables; Margins, indentation and alignment; Fonts and colour   |
| 8      | Authoring Methodology       | Analyse the information; Organise the information; Designing information for usability; Drafting; Writing; Reviewing and Editing  |

# ABOUT THE TRAINER

## Marcus Gomez

An internationally syndicated writer and columnist, Marcus Gomez is one of the most successful writers in Malaysia.

He started his career in journalism, establishing himself as a favourite contributor to the region's best-selling magazines including Asiaweek and AsiaPacificIT. He has served as editor for PC.com, SIRIMLink and is currently also the Malaysian reporter for Grassroots Research, a global research firm for RCM Capital Management. In 2003, Marcus Gomez was honoured with a Sony Media Achievement Award for Runner-up, Best Print (English) Category. He founded Marcus Gomez & Partners in 2004.

Today, over 1,000 pieces of his work have been published worldwide, in more than 100 magazines and journals across 20 countries. He has also trained more than 500 engineers and technical professionals in improving their communication and writing skills.

Marcus Gomez is a Member of the Society of Technical Communication (STC), U.S.





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