Course : Communicate technical information clearly and captivatingly

Practical course - 2d - 14h00 - Ref. RIT
Price : 1610 CHF E.T.

★★★★½ 4,6 / 5

This course will enable you to develop your skills in translating technical information for a non-specialist audience. You'll learn how to put the right emphasis on essential information, and how to capture the attention of your interlocutors with dynamic presentation tools.

🎯 Teaching objectives

At the end of the training, the participant will be able to:

- ✔ Identify the challenges and objectives of communicating technical information
- ✔ Structure your ideas and write captivating technical messages
- ✔ Adapt your speech to technical subjects
- ✔ Energize your presentations and make them attractive
- ✔ Facilitating the transmission of information and arousing business interest

Intended audience

This course is designed for anyone who needs to convey technical information in writing, including assistants and secretaries.

Prerequisites

No special knowledge required.

Practical details

Hands-on work
Case studies followed by a group debriefing and methodological advice tailored to the specific requirements of each business.

Course schedule

PARTICIPANTS
This course is designed for anyone who needs to convey technical information in writing, including assistants and secretaries.

PREREQUISITES
No special knowledge required.

TRAINER QUALIFICATIONS
The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS
The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

① Identify communication objectives

- The communication diagram.
- Specific features of the written word.
- The main challenges of communicating technical information: presenting, promoting, persuading, negotiating.

Hands-on work
Reflection in sub-groups on the aims of written technical communication.

② Adapt your communication to your audience

- The sender: the attitude to adopt. The know-how to master. The technical content to be transmitted?
- The receiver: their typologies. Their functions and motivations. Their level of knowledge. How do they communicate?
- The intervention framework: what type of writing should I choose? What is my deadline?
- What resources do I have?
- Communication objectives and intentions.

③ Selecting and structuring relevant information

- Drawing up a plan and a sales pitch based on the objective.
- The classification of essential technical information to be communicated in writing.
- Building balanced paragraphs and choosing the right linking words.
- Writing a convincing introduction and conclusion.
- Adapting vocabulary to the target audience to better capture their attention.

Hands-on work
From a long, technical text, participants will have to select the relevant information and translate it for a targeted professional audience.

④ Design attractive media

- Excel charts: create and format key figures.
- PowerPoint graphics and images: visual tricks. Using techniques to "make numbers talk".
- Selecting significant figures: less is more.
- Extrapolation techniques: translating figures into concrete examples and elements.
- Enhancing the value of information "business".
- Identification of the main information messages "business".
- Selecting relevant information for clear, comprehensible communication.

Hands-on work
Brainstorming on the basic information messages "business" to be conveyed. Construction of a written presentation.

Dates and locations

REMOTE CLASS
2026 : 2 Apr., 28 May, 15 Oct., 26 Nov.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.