



How to write reports that count?

Suggestions for deliverables

Faiz Alsuhail, December 2018, Vienna



Think twice about
the title

Daily Mirror
**KENNEDY
SHOT
DEAD**

Daily Herald
**KENNEDY!
THE
FULL
STORY**

EXPRESS
**KENNEDY
ASSASSINATION**



Keep it short



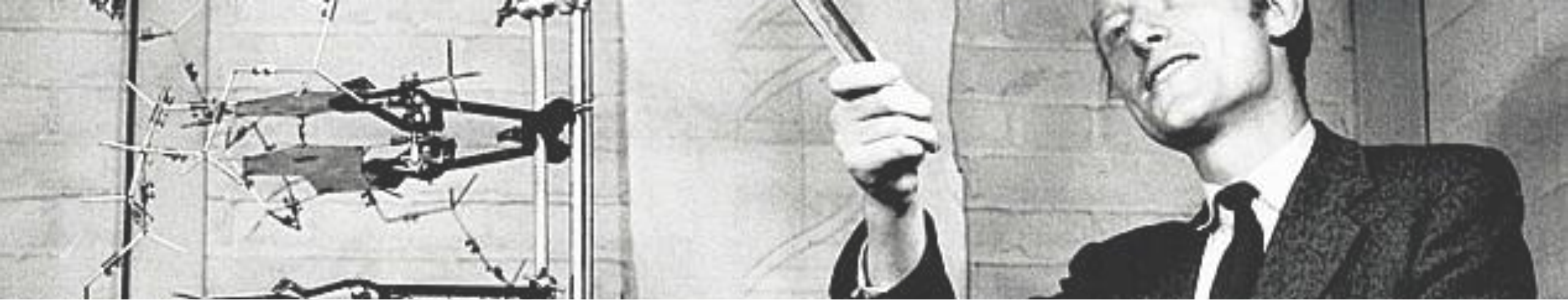
**Keep your audience
in mind**



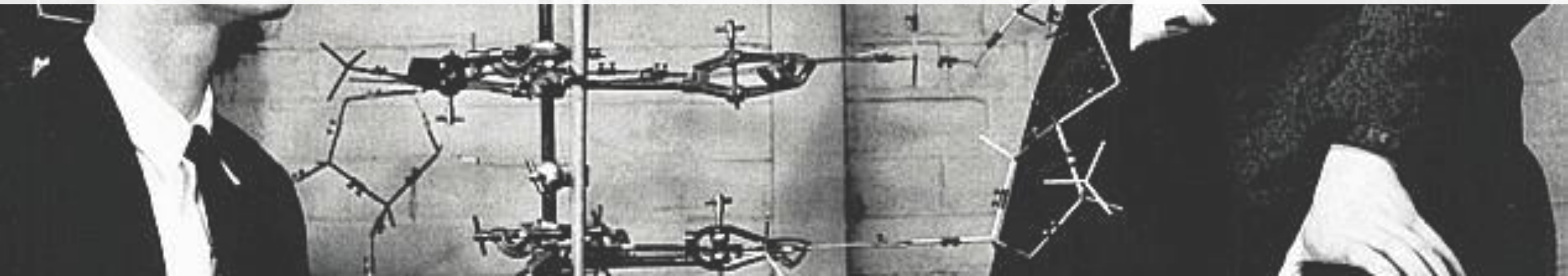


Focus on results






**Discuss the impact, relevance
and meaning of your results**



A waitress in a grey long-sleeved shirt and a dark green apron is smiling and talking to a group of people seated at a round wooden table in a cafe. The table has two white coffee cups on saucers and a small white salt shaker. In the background, there are large green plants and a window with a decorative pattern. The scene is brightly lit, suggesting a daytime setting.

Give recommendations



**Present good (and bad!)
practices**