



TRAINING COURSE: CASE STUDY WRITING

The Case Study is a powerful way to demonstrate the benefits of a programme to outsiders. It gives a full picture of the end user's experience of the project inputs, processes and results – often presented as a 'success story' in reports and advocacy writing.

The Case Study focuses on depth, and aims to fully understand a particular end user's experience and outcomes of a programme. Although time consuming to collect and only giving depth of information, not breadth, it help us get the message across to our readers about how our work positively affects individuals and communities.

This five-day course enhances participants' ability to analyse data and plan and write case studies for a range of purposes. The fifth day has the option of looking at how to use news stories and press releases to further communicate your organisation's achievements.

During this course participants learn how to:

- Plan the Case Study
- Identify the message
- Organise the Case Study
- Ensure the writing communicates a powerful and persuasive message

The training uses a range of methods, including presentation, group discussion, problem-solving tasks and practical exercises.

There is a strong focus on the participants' own experiences throughout. A typical schedule is:

Day One

- Course Introduction
- Introduction to Case Study Writing
- Introduction to Professional Writing
- Planning the Case Study

Day Two

- Writing Clearly
- Organising your Ideas

Day Three

- Case Study Drafting (practical)

ELD Training

empowerment, learning, development



Day Four

- Keeping your Reader's Interest
- The Editing Process / Layout and Design
- Case Study Presentations / Feedback

Day Five

Day Five may be used for further extended practical work on Case Study writing or, depending on participants' interest, apply the same skills to news writing as follows:

- Organising a Press Release
- Press Release Drafting (practical)
- Presentation and Feedback on Practical Work
- Course Review, Evaluation and Closure

See our [training schedule](#) to find out when this course is next planned in your area.

See the document [Registration, Fees and Payment Information](#) for fees and registration information.

[Download the application](#) form from our web site.

