Writing Persuasive Motivations, Submissions and Appeal Letters

Corporate Communications

Course Overview

Writing Persuasive Motivations, Submissions and Appeal Letters: a 5-day professional training course from LTC Consultants, delivered in-classroom across...

What You Will Achieve

- Explain the core principles and current good practice in Writing Persuasive Motivations, Submissions and Appeal Letters
- Apply practical tools and techniques for Writing Persuasive Motivations, Submissions and Appeal Letters in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Writing Persuasive Motivations, Submissions and Appeal Letters in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Writing Persuasive Motivations, Submissions and Appeal Letters in today's organisation
2. Key concepts and the language of Writing Persuasive Motivations, Submissions and Appeal Letters
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Writing Persuasive Motivations, Submissions and Appeal Letters with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Online	**$800**
9 to 13 Nov 2026	Lagos	**$1,650**
23 to 27 Nov 2026	Pretoria	**$1,650**

30 Nov to 4 Dec 2026	Harare	**$1,395**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.