



## Competitive Proposal Writing

### Key information

#### Small description of your webinar:

The last session of this series will provide researchers with a series of **writing tips and practices** that may contribute to their success in their current and future proposals for international projects.

The objectives of this training are that participants:

- Learn **fundamental concepts and methodologies** from “storytelling” and explore their possible application when preparing documentation for an R&D project.
- Learn and practice about the **different proposal writing styles**: The basics of “Persuasive writing” and the balance between scientific and journalistic language.
- Get to know the various **stylistic instruments** that can help to **increase the readability** of our proposals, as well as their importance during the evaluation processes within competitive calls.

#### Which skills will be targeted during your training? From [Discovery Learning's ontology](#)

In order of intensity:

- Core skills: Effective communication, efficient use of language.
- Impact skills: Building alliances, persuasive writing.

#### Methodology:

- Gamification
- Work-base learning