



Business Reports Writing

Write It Well & Effective

RM350 ONLY!

8 February 2012 - The Pacific Sutera, Kota Kinabalu

9 February 2012 - Four Points by Sheraton, Kuching

9am to 5pm

Report writing is the result of your researches, analysis, and investigations, which you present in a written form.

Business writing, whether in the form of a letter, report, proposal, or other document, is bound by certain accepted guidelines. The presentation of a business document is of the utmost importance and it is for this reason that a uniform guidelines exists for most types of business correspondence. Straying from the uniform guidelines and formats often conveys a lack of professionalism and competence.

Successful report writing, just like any other writing assignment requires professionalism, in-depth knowledge of the subject discussed, concentration and exceptional writing skills.

Objectives:

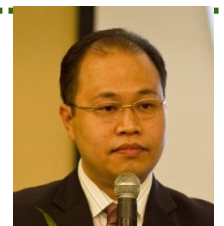
- ◆ Identify the various categories of reports and their objectives
- ◆ Identify the readers' needs when reading reports so that the writer can plan the reports with greater effectiveness
- ◆ Make important parts of the report stand out
- ◆ Help readers make sense of numbers and data presented easily and quickly
- ◆ Make the report well-structured and easy to read
- ◆ Write in simple language to ensure greater reader understanding

Programme Outline:

- ◆ Different types of the written report and their correct format
- ◆ Identifying your audience, i.e. the 'Who' and 'What' of report writing
- ◆ How to plan and organise the written report using Mind Mapping
- ◆ How to write in plain English
- ◆ The 7C's of effective report writing
- ◆ The mistakes to avoid when writing a report
- ◆ Report layout to create visual impact

Speaker's Profile - Luke Bong

Luke Bong graduated with a Master in Business Administration degree majoring in Human Resource Management from the University of Southern Queensland, Australia in 2004. He is a professional public speaker and trainer, specialising in the fields of communication, team-building and sales motivation. He has conducted various seminars and workshops and has also been invited as a platform speaker in conferences.



Prior to becoming a professional speaker and trainer, Luke was an Agency Development Manager with one of the top local life insurance companies in Malaysia. He was responsible in turning his branch into the most profitable and high growth branches in the East Malaysia region.

He is actively involved in the education field, frequently delivering talks and lectures to both under-graduate and post-graduate students in the area of business management and strategic management. He also provides coaching to individuals and groups in speech writing and public speaking.

Organiser



FEE

NORMAL RATE	RM350.00 per participant (inclusive of 1 lunch and 2 tea-breaks)
EARLY BIRD RATE	RM330.00 per participant on paid registration by 17 January 2012 .

PAYMENT/ CANCELLATION OF REGISTRATION

- ◆ All cheques should be crossed and made payable to **ADROIT GLOBAL NETWORK SDN BHD** and received prior the event.
- ◆ Cancellation must be made in writing.
- ◆ Full refund for cancellation received at least 14 days before the training.
- ◆ 50% refund for cancellation received less than 7 to 14 days before the training.
- ◆ No refund for cancellation received less than 7 days before the training but a substitute participant will be accepted at no extra cost.

REGISTRATION FORM

Business Reports Writing - Write It Well & Effective

Please tick: **8 February 2012 - The Pacific Sutera, Kota Kinabalu**
 9 February 2012 - Four Points by Sheraton, Kuching

Company:		Contact Person:
Address:		Designation:
Tel:	Fax:	Email:
No. of participants:		Total Cost: RM
NAMES		DESIGNATION
1.		
2.		
3.		
4.		
5.		
6.		
Authorised Signatory:		Date:

THE ORGANISER RESERVES THE RIGHT TO AMEND OR CANCEL THE EVENT DUE TO UNFORESEEN CIRCUMSTANCES

Organiser



ADROIT GLOBAL NETWORK SDN BHD
1st & 2nd Floor, Unit 41, RH Plaza
Lorong Lapangan Terbang 1
93250 Kuching, Sarawak, Malaysia
Tel: 6082 462712 / 452712 Fax: 6082 463712
HP: 6012 8928484
Email: adroitconsultation@gmail.com
Website: www.adroitglobalnetwork.com.my