

Effective Business Writing Skills

15 & 16 July 2010 - Kuching



Get the business writing skills to compose powerful, professional documents that get attention and prompt action.

Organiser:



ADROIT

HRDF:



Malaysia

International Partners:



Australia



Singapore



Australia

Introduction

Poor writing and bad grammar can stall or sink an otherwise successful career. Don't let that happen to you or a member of your team. Effective Business Writing Skills tackle everything from basic grammar usage to editing techniques.

This 2-day course is interactive, fast-paced, fun, and full of tips and techniques you can use immediately.

At the end of the program, the participants are expected to:

- plan better and prepare writing assignments effectively.
- choose the right words and graphics to communicate information and idea.
- be able to edit and analyse reports for accuracy, readability, sequencing, and overall impact.

Who will benefit?

All business professionals who are required to present ideas in writing and wish to sharpen their business writing skills.

Methodology

Lectures, video presentation, exercises, group discussion.

Facilitator's Profile

■ Barry Terrence Hogan



Barry has worked for major companies in the UK, having gained 17 years work experience in electrical engineering & Information Technology. He holds recognized British electrical engineering qualifications together with other vocational certificates. He has obtained Microsoft Certified Professional (MCP) qualifications for various windows operating systems and Networking products that make up the M.C.S.E (Microsoft Certified Systems Engineer). Apart from his technical work experience, Barry, as a native speaker, conducts business communication classes and also English-as-a-second-language classes for non-English speaking professionals at several language institutions. He is a CELTA-trained Language Tutor.

Course Schedule

Time	Contents	Day 1 .
08.30 am	Registration	
09.00 am	Understanding the basic principles and exercises on grammar	
10.30 am	Tea break	
10.45 am	Using the appropriate style and vocabulary	
12.30 pm	Lunch break	
01.30 pm	Information gathering and note-taking	
03.15 pm	Tea break	
03.30 pm	Clarity and conciseness	
05.00 pm	End of Day 1	

Time	Contents	Day 2 .
08.30 am	Registration	
09.00 am	Editing and correcting	
10.30 am	Tea break	
10.45 am	Organisation and layout	
12.30 pm	Lunch break	
01.30 pm	Planning an outline, using the right techniques and systematic approach	
03.15 pm	Tea break	
03.30 pm	Structure and sequence – appropriate patterns which enables the readers to understand	
04.50 pm	Q & A / Certificate presentation	
05.00 pm	Closing	



Being able to write expressively, accurately and above all understandably, is a key requirement we all need today.



REGISTRATION FORM

Effective Business Writing Skills

Date : 15 & 16 July 2010

Venue : Four Points by Sheraton, Kuching

PLEASE COMPLETE THIS FORM AND KINDLY FAX TO 6082 - 463 712

• FOR PARTICIPANTS

Please tick :

FEE : RM1,480.00 per participant
inclusive of course materials, tea breaks, lunch,
and Certificate of Attendance

GROUP DISCOUNT : 10% off total
fees payable (for 3 or more participants from
the same company)

SPECIAL DISCOUNT : early bird
(RM1,380.00 per participant on paid registration
by 24 June 2010)

Contact Person :

Designation :

Mobile no :

Email :

Company Name :

Company Address :

Telephone :

Fax :

Email :

Name of Participants :

1.

Designation

2.

3.

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

TERMS & CONDITIONS

1. CANCELLATION OF REGISTRATION

- Must be made in writing.
- Received more than 14 days before the training — a full refund will be given.
- Received 7 - 14 days before the training — a 50% refund will be given.
- Received less than 7 days before the training — no refund but a substitute delegate is welcomed.
- Non-attendance on the day of the course attracts a full fee.

2. PAYMENT

- All cheques must be made payable to Adroit Global Network Sdn Bhd and payment must be received prior the workshop.

ORGANISER :



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