



English Writing Skills

Date: 3rd – 4th November 2009

WORKSHOP DESCRIPTION

Venue: **outLOUD Academy, Damansara Perdana, P.J.**

This workshop is for anyone and everyone who writes for business purposes. This workshop introduces participants on how to send precise and concise written messages for business purposes. It is focused on how English can be used effectively in the business writing areas and how maximum results can be achieved by using the right tone of language when writing.

The workshop highlights the need for a polished structured business writing format in English, the importance of using contemporary appropriate and grammatically correct language in a message and current practiced and accepted standards of professional writing in English.

WORKSHOP OBJECTIVES

- To be aware of each individual problem areas when writing in English;
- To use better sentence structuring skills;
- To write using professional English when in a work environment;
- To express ideas in written English effectively;
- To write effective sentences in English that relays what is meant;
- To be able to differentiate different writing styles for different emails;
- To be able to differentiate different writing styles for different audiences;
- To be able to construct an effective email;
- To be able to write effective memos and business letters using professional business English;
- To be able to use courteous words when writing;
- To learn how to ask and clarify statements in writing without sounding impolite;
- To learn how to convey accurate information to other people at the office using accurate written English.

WHO SHOULD ATTEND?

Executives and Managers



Facilitated by Aneesa Alphonsus
Group PR & Media Relations Director
ATCEN International Group

An organization's reputation, profitability, and even its continued existence can depend on the degree to which its targeted "publics" support its goals and policies. Aneesa Alphonsus is a communications and media specialist who serves as an advocate for businesses, nonprofit associations, universities, hospitals, and other organizations, and build and maintain positive relationships with the public. A former journalist with two primary newspapers, a previous editor and a current contributor to a leading women's magazine, Aneesa believes in doing more than "telling the organization's story."

She understands the attitudes and concerns of community, consumer, employee, and public interest groups and establishes through maintaining cooperative relationships with both them and representatives from print and broadcast journalism. As a Public Relations specialist, Aneesa also arranges and conducts programs to keep up contact between organization representatives and the public. For example, setting up speaking engagements and often prepare speeches for company officials. As a media specialist, she represents clients and organizations at community projects and other visual presentations at meetings and school assemblies and plan conventions. In addition, she is also apt at preparing proposals for various projects. Aneesa has also conceptualized turnkey Public Relations strategies and campaigns for the ATCEN International Group, and achieved Public Relations goals through integration of communications media mix.

She is especially proud of her tenacity and ability to think fast on her feet. Aneesa is an individual with pride, passion, and one that garners satisfaction from a job well done. She is confident of her creative abilities in conceptualizing unconventional media angles and strategies.

ENGLISH WRITING SKILLS WORKSHOP

WORKSHOP OUTLINE

Module 1: How do we write?

- How do we write?
- Creating awareness of what needs to be improved
- Listing & Working on problem areas

Module 2: Sentence organization & structure

- Writing sentences that are accurate
- Writing effective sentences
- Writing for different audiences
- Writing for different purposes

Module 3: Writing Emails

- Introduction emails
- Notification emails
- Proposal emails
- Acknowledgment emails
- Acknowledging emails
- Sending out emails

Module 5: Writing Memos & Business Letters

- Techniques on writing generic memos
- Techniques on writing generic business letters
- Using appropriate language for business writing purposes
- Using effective sentences in business documents

Module 6: Being courteous when writing

- Courteous words & their uses
- How to sound courteous when needed
- Varying words to sound courteous

Module 7: Questioning & Paraphrasing skills

- Writing the right kind of questions
- Using various ways of asking questions politely in business writing
- Techniques of paraphrasing when writing for a business related environment

Module 8: Proofreading

- Reading through to avoid mistakes
- The final touches
- How do you know when it is ready to be sent?

REGISTRATION FORM

ENGLISH WRITING SKILLS WORKSHOP

3RD – 4TH NOVEMBER 2009, OUTLOUD ACADEMY, DAMANSARA PERDANA, P.J.

Delegate 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

WORKSHOP INVESTMENT - RM 800 PER PARTICIPANT

*The investment includes lunch, refreshments and training materials. **The program is PSMB claimable.** Subject to PSMB approval.*

Group Discount of 10% for 3 or more participants who register for the program at the same time and are from the same organization.

WAYS TO REGISTER

All cheques are to be made payable to **outLOUD Studios Sdn Bhd** and mail payment together with this registration to:

**D-05-11, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana 47820 PJ,
Malaysia.**

Tel : +603 7728 4098 Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

HUMAN RESOURCE / APPROVING MANAGER: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature : _____ Invoice Attention To (Mr/Ms): _____

Company Stamp Chop:

TERMS & CONDITIONS

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training program.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

HOW DID YOU KNOW ABOUT THESE EVENTS?

Kindly tick (✓) your choice(s)

- From Email Notification
- From Colleague, Management, HR or Training Department
- Others: _____

Version 1.1

For Office Use Only

Contact Person:

Invoice Number:

Remarks: