



Business Writing Skills

Date: 7th – 8th July 2009

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

WORKSHOP DESCRIPTION

This practical workshop delves into how to send precise and concise written messages to a receiver with a high level of professionalism. The workshop highlights the need for a polished structured business writing format, the importance of using contemporary appropriate and grammatically correct language in a message and current practiced and accepted standards of professional writing.

WORKSHOP OBJECTIVES

- To identify the purpose of writing;
- To analyze the audience and suiting it to their reading needs;
- To be aware of individual strengths and weaknesses in writing;
- To organize your ideas and facts to get your message across;
- To put clarity, brevity, accuracy in your messages;
- To capture your busy reader's attention early;
- To make your writing flow smoothly and positively;
- To avoid wordiness, redundancy and delays due to rewrites;
- To write punchy, easy to read reports, letters and memos

WHO SHOULD ATTEND?

Executives, 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.

BUSINESS WRITING SKILLS WORKSHOP

WORKSHOP OUTLINE

Module 1: Introduction to Writing

- Assessing Your Writing Skills
- Understanding the Essential Rules of Grammar
- Achieving Clarity, Conciseness and Emphasis

Module 2: Developing Effective Writing

- Planning and Preparing Your Writing
- Setting Writing Goals
- Understanding Your Audience

Module 3: Writing The Right Style

- Writing to Build Conclusions in the Reader's Mind
- Applying the White Space Concept
- KISS and be Positive to All Your Writings

Module 4: Writing Effective Letters, Faxes, Memos and Short Reports

- **Developing and Using a Standard Format**
- Creating Effective Faxes and Memos- Influencing Management and Respectable Clients
- Various types of business letters- complaints, enquiry, collection & sales

Module 5: Polishing a Readable Document

- Editing to Avoid Unnecessary Mistakes
- Proofreading for Perfect Spelling
- Table & Other illustrations to support the descriptions

REGISTRATION FORM

BUSINESS WRITING SKILLS WORKSHOP

7TH – 8TH JULY 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 1200 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 1.2

For Office Use Only

Contact Person: _____

Invoice Number: _____

Remarks: _____