



One Day Intensive Seminar

SBL Claimable Subject to HRDF Approval

Business Writing Skills

Words, Methodology & Applications

Accurate, Purposive & Effective

STYLE & IMPACT

20TH JULY 2009
JW MARRIOTT HOTEL,
KUALA LUMPUR

Introduction

This highly interactive and intensely practical one-day seminar is based on the latest thinking and approaches to writing with style and impact. It will develop your writing skills through practice using examples of real-world correspondence and act as a model of good writing behaviour. It is filled with competitions, problem solving discussions, PowerPoint and writing activities. It will be a fun, enjoyable and informative programme.

Objectives

The main aim of this seminar is to develop the participants' ability to write friendly business correspondence with appropriate style and impact. This can be achieved through the following objectives:

- Increasing the participants' knowledge of the importance of the reader and the purpose of writing, especially to develop better relationships with the client
- Identifying and eliminating the personal barriers to writing effectively
- Developing the participants' ability to compose documents that are clear, concise, complete and correct
- Improving the participants' writing style to become more modern and business-like
- Developing the participants' awareness of how the organisation of material and choice of vocabulary and sentence structure affect the reader's opinion

Contents

1. Introduction

- Plain English: Today's Business Writing
- Writing Efficiently: The Cost Savings
- The Plain English Continuum: Where You Are Now

2. The Reason and the Reader

- The 'What' of Communication
- The 'Who' of Business Writing
- Case Studies

3. The Nuts and Bolts of Business Writing

- Vocabulary Choice and Organisation
- Opening and Closing Sentences
- Paragraph Structure and Style

4. Getting Down to Business

- Getting Rid of Flowery Writing

- Logic and Linking

- Making a Difference

5. Writing with Style and Impact

- Layout and Organisation: Creating a Visual Impact
 - Bullet and Numbered Points
 - Diagrams and Charts
- Fine Tuning the Message
 - Writing Better Emails: Asking and Giving Information
 - Writing Better Memos: Reporting Events
 - Writing Better Letters: Requests, Rejections and Redress

6. Where Do You Go From Here?

- The Evolution of Writing with Style and Impact



Conducted By Distinguished Speaker:
DAVID HIRST

David has been in education for over 20 years of which 10 years were spent as trainer, management consultant and business unit manager with the British Council. He is a first-rate expert in his field and possesses the depth of knowledge necessary to respond to participants' needs and wants. He is a specialist in helping people grow and develop their potential, as well as getting them to put across their messages with impact.

He has extensive experience of working in corporate cultures and managing staff, which allows David to conduct innovative and results driven workshops to bring positive changes to individuals and their business performance.

He has also presented many papers and had several articles published in technical journals, newspapers and magazines. He has just completed second book entitled 'Plain English: the evolution of writing with style and impact'.

PARTICIPANTS

This seminar is designed for all participants who wish to improve the way they communicate their message in writing. In particular, it highlights how a forward-looking writing style can improve the way their message is perceived by the reader. It is for managers, supervisory staff, executives and all those who would like to write with a little bit more style and impact.

Organised By:



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REGISTRATION FORM

Ref: JULY09BWS

EARLY BIRDS: Registration and Payment by 6th July 2009 – RM675.00 per person

GROUP DISCOUNT: Two or More Persons from same organization – RM750.00 per person

REGULAR FEE: RM800.00 per person inclusive of lunch/tea-breaks/valuable seminar materials & CERTIFICATE

(Crossed Cheque/Bank Draft payable to ASIA PACIFIC DILIGENCE SDN. BHD.)

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Address:.....

Tel:.....

Fax:.....

E-mail:.....

Contact Person:.....

Cancellations & Transfers: If you are unable to attend, a substitute candidate(s) is welcome at no extra charge. Please provide the name and position of the substitute delegate at least 2 days prior to the seminar. A full refund less 25% administrative charge will be made for cancellation received in writing 2 weeks prior to seminar. A 50% refund will be given for cancellation received 1 week prior to the seminar. Regrettably, no refund can be made for cancellation 3 days before the seminar. If registration is confirmed, a 25% administrative charge will be incurred for non-attendance.

The organizer reserves the right to change speakers and/or modify the programme content without prior notice.