

EFFECTIVE MODERN BUSINESS WRITING FOR PROFESSIONALS



26-27 March 2014 | 8-9 May 2014 | 28-29 August | 15-16 Oct 2014, 9-10 December 2014

Armada Hotel, Petaling Jaya

*Checkout the latest dates and training venues on <http://www.itrainingexpert.com/course-calender.asp>

100% HRDF CLAIMABLE

OVERVIEW

Meet the challenge of writing business correspondence. This seminar will give you the skills you need to write and edit all types of documents and win the confidence of your superior, colleagues and customers.

- ✓ Do you want to feel comfortable when you're giving writing report, proposals and emails by your superior?
- ✓ Do you sometimes stare down the blank page wondering how to churn out a great report fit for the management?
- ✓ Do you want to brush up your grammar to ensure that your emails and reports are error free?
- ✓ Do you have the right tone for your different business correspondence?
- ✓ Do you want to communicate more effectively with your audience and develop your ability to write more persuasive and reader-focused documents.

If you answers are a resounding 'YES', now gain the skills and techniques you need to write and edit all types of documents and win the confidence of your boss right in this practical seminar.

How you write and what you write can greatly influence and motivate your target audience and the power of your effective writing skills contribute significantly to organisational productivity, efficiency and profitability in today's rapidly changing business world.

We'll see you in this intensive course exclusively designed for today's business environment.

This two day course will provide you with the high level skills necessary to communicate more effectively with your audience. and gain a competitive advantage and develop your ability to write more persuasive and reader-focused documents.

SUITABLE FOR

This course is designed to boost administrative professionals develop top-notch writing skills to increase their efficiency and to support their organisations more effectively.

It is especially suitable for administrative managers administrative assistants & support personnel, personal assistants and executive secretaries/assistants interested in improving their business writing skills.

ITRAININGEXPERT GLOBAL PLT (LLP0000201-LGN)

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Email: info@itrainingexpert.com Website: www.iTrainingExpert.com

BENEFITS

- Easily organize and structure emails, minutes, reports and procedures clearly
- Confidently write using appropriate style and tone
- Effectively write emails with impact and get quicker response
- Clearly understand the art of business writing and how to produce results with the power of 'words'
- Effectively write for any occasions
- Conveniently learn to save time through proven tricks of the trade
- Quickly master the principles of good grammar and punctuation

COURSE OUTLINE

DAY 1: 9.00am – 5.00pm

Morning Session: 9:00am - 1:00pm (Tea break: 10.30 - 10.45am)

LATEST BUSINESS WRITING FORMAT & TREND THAT YOU SHOULD KNOW

- The 3 golden rules of effective writing
- Understand Today's Reader
- Adopting the ABC of Business Letters - Active, Brief & Concise
- Adopting latest business writing format –Fully Blocked Style - Layout
- Structuring A Business Letter – 4 Step Plan

UNDERSTANDING THE DIFFERENT INTENTIONS AND EXPECTATIONS

- Enquiry & Replies
- Collection Letters or chasing for something
- Complaint & Reply to Complaints
- Handle Criticism on black and white

Afternoon Session: 2:00 - 5:00pm (Tea break: 3.30 - 3.45pm)

WINNING ON PAPER—STRATEGIES FOR SUCCESS

- Vary Your Sentence Length and Structure
- Subordinate Secondary Ideas
- Highlight Key Ideas
- Design Your Page Effectively
- Gain Recognition through Your Writing

CHOOSE THE RIGHT TONE THAT PRODUCES THE INTENDED RESULTS

- Writing to Superior
- Writing to Peers
- Writing to Customers

E.g of Real-Life Exercises- on Emails and Reports

- Organize Logically
- Select a Winning Tone
- State Opinions or Pinpoint Problems
- Write Effective Procedures
- Summarize Effectively

DAY 2: 9.00am – 5.00pm

Morning Session: 9:00am - 1:00pm (Tea break: 10.30 - 10.45am)

USE SIMPLE, CLEAR AND CONCISE LANGUAGE – GET RID OF OLD-FASHIONED AND WRONGLY USED LANGUAGE

- Revisit the common old-fashioned expressions in your emails & rewrite in plain simple English
- Go straight to the point to cut reading time
- Use compelling words to excite readers
- Use active verbs instead of passive verbs to create momentum

MASTERING GRAMMAR IN WRITTEN ENGLISH IN REPORTS, EMAILS & LETTERS GRAMMAR- PARTS OF SPEECH THAT YOU HAVE TO KNOW

- Verbs (Tenses) Simple vs Perfect Tenses and when to use them
- Passive Voice vs Active Voice
- Subject Verb Agreement-
- Common Errors in Grammar to Avoid
- Major problems in sentence structures that you didn't realise (e.g. *non-parallel sentences, run-on sentences, sentence fragments, misplaced modifier and etc*)

Afternoon Session: 2:00 - 5:00pm (Tea break: 3.30 - 3.45pm)

EDIT, REWRITE AND REFINE FOR CLARITY

- Spot of mistakes in tone
- Check for appropriate content
- Proof read grammar before you send the document.

PUTTING IT TOGETHER – ASSESSMENT

- Apply Time Management Techniques to Writing
- Create a Style Manual for Your Office
- Final assessment on several functional reports/ email and business correspondence.
- Feedback on what participants have learnt and how the skills can be applied at their workplace

WHAT PAST PARTICIPANTS HAVE TO SAY ABOUT THIS COURSE

"Very useful and practical course. Thanks a lot!" Norhartini, Bank Negara Malaysia.

"For me, this is my 4th course with iTrainingExpert...I am more confident in preparing proposals and other business emails. I can spot errors in writing. That's awesome! Gained so much from the fun sessions..." Azwarrudin, Engineer, Mesiniaga Bhd

"This is the best program to improve English communication in the corporate world." Nul Hussin Jamal , Mesiniaga Bhd

"The trainer is expert in his/her subject matter, encourages learning and pro-activeness in the audience participants. This training is recommended to those who are keen to learn."-Jayne Chan, Human Capital Services- Great Eastern Life Assurance (Malaysia) Berhad.

"I can now confidently write straight to the point in all my correspondence and reports. The trainer was excellent. " Maria Tuton, Sarawak Forestry

"I love the fact that I learn about the efficient writing style and right tone for different types of emails. The grammar portion updated me on all the mistakes that were not noticed before." Vivienne Yeap – – Swiss Reinsurance.

“I learn to Keep It Simple & Short through the 4 step Email Writing formula” – Mohd Nazri Bin Mohd Saad, Assistant Manager – Bank Islam Malaysia Berhad

“This course offers me so useful information and the benefits in making email precise, clear and short reports” – James, Regional Fleet Management Officer - International Federation of Red Cross and Red Crescent Societies

“I learn to avoid common mistakes and writing in the wrong tone” Vanessa Teong, Assistant vice President – Malaysia Building Society Bhd

“I feel confident in my writing skills through the instant improvement in business grammar and the trainer is excellent” Inthirah– International Medical University

“This course should be in 3 days because it’s so interesting and so much to pick up. The most valuable lesson that I picked up was the right way to write email and report writing” – Mohd Sarudin, Head of Department, MMC

"This is a great course to help us write in the modern and most simplistic manner to convey out message. It saves me a lot of time," Zauridah, Shell Brunei.

“Good points and tips provided throughout these 2 days training. The trainer was excellent and got the whole team to participate. I especially loved the section on “How to write negative news effectively and persuasively” – Uma, Project Manager IT Services – DHL Asia Pacific Sdn Bhd

PARTICIPANTS WHO HAVE BENEFITTED FROM THIS COURSE ARE FROM

OIL & GAS/ ENERGY

PETRONAS
TECHNIP
DIALOG GROUP
MTBE
MMC Engineering
SHELL
MISC
MMC
Petra Energy
Transwater Tenaga
Oceancare (Sawarak)
Telekom Malaysia
Sawarak Shell
Shell Brunei

AEROSPACE & AVIATION

CTRM Aero Composite
Aerokleen
MAS Airlines

INVESTMENT & BANKING

Khazanah National Treasury
Bank Negara Malaysia
Exim Bank
Central Bank of Bangladesh
Bank Islam Bhd
Iskandar Medini

PUBLIC SECTOR

Office of Prime Minister of Malaysia
Pembangunan Sumber Manusia Malaysia

NON PROFIT ORGANISATION

Malaysia Building Society Berhad
Int. Fed. Red Cross & Red Crescent Societies

HEAVY EQUIPMENT

Sime Darby Industrial
Tractors Malaysia
MHE-DEMAG

IT SOLUTIONS

DHL Asia Pacific Solutions
Mesiniaga Berhad
Cradle Fund
Red Hat Asia Pacific Pte Ltd
GLOCOMP SYSTEMS (M)
Aglotel Wireless Solutions Sdn Bhd

HEALTHCARE

Columbia Asia
KPJ Health

PROPERTY & CONSTRUCTION

Selangor Dredging Bhd
BOLTON Berhad
MNRB Holdings Berhad
Jimah O & M Sdn Bhd
Jimah Energy Ventures
Ban Lee Hin Engineering
MRCB
MITSUI & CO
PNB DEVELOPMENT BHD

UNIVERSITIES

Monash University
IMU (Medical University)

INSURANCE & ASSET MGMT

Swiss Reinsurance Company Ltd
Great Eastern Bhd
Axa-Affin Insurance
MMS (Insurance Brokers)
MBF
MAA

MEDIA & BROADCAST

ASTRO AWANI
GROUP M

CONSUMERS

F1 Recreation
FJ Benjamin

MANUFACTURING

Prosonic Bhd
Accustech Bhd
O'Connors Engineering
Panasonic
Toyoink Sdn Bhd
HACO Swiss
Pantech Group Berhad
Bridgestone Sdn Bhd
Sime Continental Tyres
Rotork Actuation
QL Resources Bhd

Updated 2012

COURSE LEADER

Mrs Marinella Reid a former British Diplomat's wife with over 18 years of experience in a wide range of language based training in many countries particularly England, Islamabad, Budapest and Malaysia. Following her decision to make Malaysia her second home, she has been residing and working in Malaysia with her family for 6 years. Marinella holds a Cambridge Certificate in Teaching English to Speakers of Other Language (CELTA), at the British Council Kuala Lumpur and a B.A. Hons in French and Italian from Bedford College, London University 1974/1978.

Other professional qualifications include –

- IH One-to-One Business Methodology Course (International House, Budapest 2001)
- FCTBE Business English Diploma (International House, Budapest 2001)

Marinella has vast experience in training locally gives her the competitive edge in understanding the needs of the participants. Her participants come from many different industries from Oil & Gas, TV stations, banks, Advertising, Heavy Equipment, Hospitality, Manufacturing, Electronics and IT.

Marinella now trains for The English Expert group conducting courses in a range of English languages, Technical & Business writing, presentation & public speaking, IELTS & TOEFL exam preparation trainings. Her trainings are very effective, interactive and enjoyable. She always receives rave reviews from the past participants for her ability to generate interest and motivate participants to improve their language skills.

INVESTMENT

Normal price: RM 2590.00 | US 880.00 per delegate

Early Bird Price: RM 1990.00 | US 680.00 per delegate (Payment 14 days before the course commence)

Group Registration: RM 1890.00 | US 630.00 per delegate for a minimum of 3 participants register together. (Fee inclusive of Buffet Lunch, Refreshment, Course Manual, Training Materials, Welcome pack and Certificate of Achievement)

REGISTRATION

Download Registration or Register Online at <http://www.itrainingexpert.com/Registration-Form/>

This Training Programme is SBL Claimable *Subject to PSMB conditions.

We Are An Approved Training Provider (**Serial No: 5131**) Under SBL Scheme With Pembangunan Sumber Manusia Berhad (PSMB/HRDF)

- All registrations MUST be accompanied with PAYMENT 14 days after the issuance of invoice to the event.
- Please make cheque payable to: "ITRAININGEXPERT GLOBAL PLT"
- Bank into "CIMB BANK BERHAD" Bank Account No: 800 356 1683. Swift Code: CIBBMYKL.
Email or fax the pay-in slip to us at info@itrainingexpert.com or fax: +603- 8082 4164.



TRAINING REGISTRATION FORM (PUBLIC PROGRAM)

Upon submission of this registration form, you undertake the Registration Policies and have read and understood the terms and regulations.

Registration date: _____

Training Programme Title: _____

Training Programme Date: _____

Fee per pax (RM): _____ Total (RM) _____

Meal preference: Vegetarian Normal

No	Participants Name	Designation	Contact No (Handphone)	Email
1				
2				
3				

Company Name: _____

Address: _____

Telephone : _____ Fax : _____

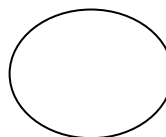
E-mail : _____

Contact Person

Name : _____ Designation : _____

Telephone : _____ Fax : _____

Mobile: _____ Email: _____



Authorised Signature

Company Stamp

By submitting the registration form, you have fully read and understand the policy stated:

PLEASE FAX THIS FORM TO +603-8082 4164 or email to info@itrainingexpert.com

For enquiry, please contact us at +603 8082 3707

INVOICE, REGISTRATION, CANCELLATION, PAYMENTS, DISCOUNT, AND REFUND POLICIES

PAYMENT AGREEMENT

1. The organiser shall confirm all registrations latest by one (1) week before the commencement of the
2. To join, please complete this Registration Form and return to us via FAX NO. +603-8082 4164, send a signed scanned copy to info@itrainingexpert.com or register online. Reservation or Registration by Telephone WILL NOT BE ACCEPTED.
3. A pro-forma invoice will be emailed to you upon acceptance of the Registration Form.
Payment is required within 14 days upon receipt of the invoice. All payment must be before to the training date. Confirmation letter will be issued to participants once payments have been received. All payments must be banked into the organiser's bank account and email or fax payment slip as proof of payment.
4. Payment MUST BE DONE prior to the event's commencement otherwise the registrant can be refused entry.
5. For late payment, we will start charging a 10% interest for payment not received 7 days after the completion of the program.
6. **Please make cheque payable to: "ITRAININGEXPERT GLOBAL PLT"**
7. **Bank into "CIMB BANK BERHAD" Bank Account No: 800 356 1683. Swift Code: CIBBMYKL.**
8. *Email or fax the payment slip back to us for confirmation.*
9. *The course offered is SBL claimable under Human Resources Development Fund (Malaysia). We're registered under "THE ENGLISH EXPERT PUBLISHING AND TRAINING" Serial No: 2095 with HRDF.*

CANCELLATION POLICY

1. The organiser shall confirm all registrations latest by one (1) week before the commencement of the course.
2. Once a registration is confirmed, NO CANCELLATION IS ALLOWED. If the registered delegate is unable to attend, a substitute is allowed. A registration cancelled on the week of confirmation will be charged the full training fee.
3. All cancellations will incur a 10 per cent administration fee.
4. Cancellations made less than seven working days before the training event will not be eligible for a refund.
5. For cancellation in writing (letter/email) in more than 14 days prior to the training we will prepare a full refund.
6. If you cannot attend an event, you can nominate a substitute at any time without payment of an administration fee.
7. In case of registrations that have been paid in advance, no refunds or credits will be given for registrations cancelled on the week of confirmation or for no-shows. A substitute may be sent.
8. A full (100%) refund may be granted if the course is cancelled by the organiser. The organiser reserves the right to postpone or cancel any course and/or change instructors at any time.

DATA PROTECTION

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709).

PROGRAM POLICY

Please note that consultant and topics are confirmed at the time of publishing. However, should circumstances beyond the control of the organizer may occur, we reserve the right to alter or modify the advertised speakers/ topics/ dates if necessary.

ORGANIZER'S RIGHT TO CANCEL OR RESCHEDULE

We reserve the right to cancel or reschedule any program or course. In the event that, the organizer cancels a program or course, a full refund of the amount paid for the program or course will be issued or applied as a credit toward a rescheduled program or course.

We cannot and do not assume responsibility for any other costs (i.e. non-refundable airline tickets or hotel reservations) or damages (including consequential, exemplary, incidental, or tort damages) or for any lost profits resulting from the rescheduling or cancelling a program or course.

Email to info@itrainingexpert.com with any questions or concerns.