

EFFECTIVE BUSINESS WRITING SKILLS WORKSHOP

Date : 28th – 29th March 2016

Venue : Vistana Hotel, Kuala Lumpur

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 and structured business writing format. It also emphasizes the importance of using contemporary, appropriate and grammatically correct language expected in professional business writing.

Workshop Learning Objectives

- Develop the skills of effective business writing that produce positive results.
- Develop the skills of good communication in workplace.
- Plan your writing for success.
- Understand and master the application of the 7Cs of good writing to business-success writing.
- Identify the purpose of writing & understand your reader.
- Recognize common writing practices that should be avoided.
- Develop the skills of writing the right style.
- Write effective documents by applying principles learnt.
- Write clear and easy to understand letters and emails.
- Recognize and avoid the most frequently misused words & phrases in business writing.
- Apply consciously the three-stage editing process.
- Master basic rules in punctuation, grammar & syntax

Who Should Attend?

- Managers
- Executives and Non-Executives

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Break
1300 – 1400	Lunch
1530 – 1545	Afternoon Break
1700	End of Workshop

Chronology applies for Day 1 and Day 2.

Facilitated & Marketed by:

ATCENSM

This training is **PSMB claimable**
Subject to PSMB approval

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Module Outline

Module 1: Business Writing Today

- Effective Business Writing
- Self Assessment: Are You Writing Effectively?
- The Beauty of Plain English
- The 7Cs of Effective Business Writing

Module 2: Develop Effective Writing

- Plan and Prepare Your Writing
- Set Clear Communication Goals for A Clear Message
- Understand Your Targeted Audience

Module 3: Writing the Right Style

- Business Writing - Formal or Informal
- What Do you Want to Convey & How Are You Going to Convey
- Use the Right Tone
- Choose the Right Words
- Words and Phrases That Soften the Impact
- Drop the Redundant Words
- Stuffy vs. Straightforward Words

Module 4: Effective Letters & Emails

- Four-Point Plan in Writing
- Templates to Plan the Message- Handling Complaints, Conveying Good/Bad News, Requesting/Providing Information or Persuasive Writing.
- Write Effective Business Letters
- Email Etiquette Always
- Effective Layouts

Module 5: Polish the Document

- The Three-Stage Editing Process
- Ensure the Clarity of the Message
- Organize the Flow of the Message
- Grammar Essentials
- Commonly Misused Words & Phrases

Program Facilitator

Irene Wong

Meet Irene Wong. She is fun, and she is witty. Besides making her workshop participants learn English and Business Writing in a fun and yet effective way, she ensures that the new-found language skills boost their confidence and create new and vibrant personalities in workplace.

Irene is an associate training consultant. With a proven track record in the training and education industry, Irene has more than 18 years of facilitating, training and coaching experiences, dealing with both working adults and students. She holds a Master of Science (Guidance and Counselling) and a Bachelor of Education in Teaching English as a Second Language (TESL) and she is a much sought after speaker, trainer and personal coach in the English language arena.

Over the years, she has facilitated and trained many local and international young adults in Proficiency English of various levels especially in English for Communication. She has conducted workshops and programs for English for Academic Purpose, Academic Writing, Business English and Technical English at Universiti Kebangsaan Malaysia (UKM), Universiti Putra Malaysia (UPM), INTI University College of Malaysia, KBU International College, and ERICAN Language Centre. Her vast and in-depth experience specialising in the English language has brought much success to her participants and students over the years.

Irene also trains various courses in English and communications such as Professional Business Writing, Business English for Communication, Business English Grammar, Critical Thinking & Study Skills, Strategic Communication, Communication Theories and Public Speaking classes for undergraduates at UPM and the corporate companies.

Some of the companies she has trained over the years include Zenith Media Malaysia, Tokio Marine Life, Malaysian Industrial Development Finance Berhad (MIDF), Pos Malaysia, Proton Edar Sdn Bhd, The Star Publications, CIMB, Pacific Mutual Fund, Jebsen and Jessen Comm Solutions, FCS Computer System, TT dotcom, Puncak Niaga, Syabas, Atos Origins, Securities Commission, Credit Guarantee Corporation, Tanjong Kapal Services, Fibertex Nonwovens, Perodua, INCEIF, Bank Islam, Ansell Shah Alam Sdn Bhd, Energy Academy, O'Connors Engineering, SONY Malaysia, Bank Islam, ValueCAP Sdn Bhd, Syarikat Prasarana Negara Berhad, Fajarbaru Berhad, Sime Kansai Paints Sdn Bhd, Bukit Kiara Properties, Integrated Petroleum Services, IOI Corporation, Unilever Malaysia, NGL Tricor, Bank Rakyat, Fonterra Sdn Bhd, Khazanah Nasional, Golden Screen Cinema, Pentago Landscape, BMW, and etc.

Currently she manages a learning centre that specialises in English & Personal Development workshops. Learning English is definitely fun and easy with Irene and this is a common testimonial by her workshop participants and students for the past many years. Irene is actively involved in proof-reading and editing publications for individuals and corporate clients. She is also passionate in helping companies organise some CSR activities for underprivileged students.

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Companies that have attended “Executive to Manager – The Transition Workshop” public workshop since 2010

Abyres Sdn Bhd
Accel Graphic Systems Sdn Bhd
Affin Hwang Asset Management Berhad
Ambang Wira Sdn Bhd
Ansell Shah Alam Sdn Bhd
Asian Finance Bank Berhad
Asian-Pacific Resource & Research Centre for Women
Australian Trade Commission
Bank Islam (M) Berhad
Bank Negara Malaysia
Bank Rakyat
BP Business Service Centre Asia Sdn Bhd
Bredero Shaw Malaysia Sdn Bhd
Bridgestone Engineered Products of Asia Sdn Bhd
British American Tobacco (M)
Bukit Kiara Properties Sdn Bhd
Bureau Veritas (M) Sdn Bhd
Cadbury Confectionery Malaysia Sdn Bhd
CIMB
Cosway (M) Sdn Bhd
Credit Guarantee Corporation Malaysia Berhad
Cyberjaya University College of Medical Sciences
Cyberview
D.S.C. Engineering Sdn Bhd
Deleum Berhad
Dewan Filharmonik Petronas
Diamond Key International (M) Sdn Bhd
Ebara Pumps Malaysia Sdn Bhd
Emerson Process Management
Esabee Biotika Sdn Bhd
FCS Computer Systems Sdn Bhd
Federation of Investment Managers Malaysia
Fibertex Nonwovens
Fibertex Personal Care Sdn Bhd
Flamingo Hotel by the Beach Penang
FlyFirefly Sdn Bhd
Fonterra Brands (M) Sdn Bhd
GCH Retail (M) Sdn Bhd
GSC Sdn Bhd
Haco Asia Pacific Sdn Bhd
Hilton Kuala Lumpur
IEV Group Sdn Bhd
IGB Corporation Berhad
Integrated Petroleum Services Sdn Bhd
Integrated Well Services Sdn Bhd
International Centre For Education In Islamic Finance(INCEIF)
International Enterprise Singapore
iPerintis
Ipvolusi Sdn Bhd
IRIS Corporation Berhad
Jabatan Pembangunan dan Penyelidikan Sabah
Jebsen & Jessen Communication Solutions (M) Sdn Bhd
Johnson & Johnson
JT International Trading Sdn Bhd
Kenanga Investment Bank Berhad
Malaysian Electronic Clearing Corporation Sdn Bhd
Malaysian Industrial Development Finance Berhad
Malaysian Institute of Accountant (MIA) Management & Science University
Maspa Inspection and Testing Services Sdn Bhd
Materialise Sdn Bhd
Maybank
MEASAT Broadcast Network Systems Sdn Bhd
MVEC Exhibition & Event Services Sdn Bhd
Nalco Industries Services Malaysia Sdn. Bhd.
National Bank of Abu Dhabi
Newfield Sarawak Malaysia Inc
NS Bluescope Malaysia Sdn Bhd
Orogenic Resources Sdn Bhd
outLOUD Studios
Pacific Mutual Fund Berhad
Pan Malaysian Pools Sdn Bhd
Parker Hannifin Industrial (M) Sdn Bhd
Pascorp Paper Industries Berhad
PBAPP
Pelaburan Hartanah Berhad
Perbadanan Nasional Berhad
PIKOM
Poly Glass Fibre (M) Bhd
PORTMAN College Sdn Bhd
Pos Malaysia Berhad
Prince Court Medical Centre Sdn Bhd
Prometric Technology Sdn Bhd
Proton Edar Sdn Bhd
Public Mutual Fund Berhad
Puncak Niaga (M) Sdn Bhd
Ramunia Holdings Berhad
Rangkaian Pengangkutan Integrasi Deras Sdn Bhd
Salcon Engineering Berhad
SAS Institute Sdn Bhd
Schaefer Kalk
Schneider Electric Industries (M) Sdn Bhd
Selangor Industrial corporation Sdn Bhd
SGL Carbon Sdn Bhd
Sime Kansai Paints Sdn Bhd
Star Publications (M) Bhd
Syabas
Syarikat Lori Hup Soon Sdn Bhd
Syarikat Takaful Malaysia Berhad
Tanjung CSI Sdn Bhd
Tanjung Offshore Services Sdn Bhd
Taylor's University Sdn Bhd
Telekom Applied Business Sdn Bhd
TH Heavy Engineering Berhad
The BIG Group
The Saujana Hotel Kuala Lumpur
Theta Edge Berhad
Time DotCom Berhad
Toyo Ink Sdn Bhd
Transgistics Sdn Bhd
Transmile Air Services Sdn Bhd
Transnational Insurance Brokers (M) Sdn Bhd
Tropicana Medical Centre (M) Sdn Bhd
TT dotCom Sdn Bhd
U Mobile Sdn Bhd
Valuecap Sdn Bhd
Vanbreda International
Vedel IT Sdn. Bhd.
Viewpoint Research Corp. Sdn Bhd
Walton Berhad
Yayasan Inovasi Malaysia

Participants' Feedbacks

“Plus Point - Energetic and fun facilitator” - Executive Assistant, Asian-Pacific Resource & Research Centre for Women

“Good presentation, clear, a lot of knowledge from trainer. Good Job” – Executive, Cyberjaya University College of Medical Sciences

“I hope the durations of the programme can be extended few more days. I am very enjoy the whole programme.” – Executive, Taylor's University

“This workshop has helped me to articulate what am trying to express in my written communicator. Thank You very much” - The BIG Group

“I enjoyed learning and feel more confident to write and letter with the simple step CBD”

“Workshop is lively and learning is fun. Contents are relevant.”

“The workshop was great because it give me a lot of idea improve my business writing. A lot of example give a clear view on writing a letter/email.”

20th
SESSION
SINCE
2010!

92%
Score on Trainer's
Feedback – Last
Session
(December 2015)

245
Numbers of
participants that have
joined this course
(public workshop)
since 2010

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Registration Form

Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

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

Company Stamp Chop:

PROGRAMME FEE

RM1,699 - per participant

(NOT Inclusive of 6% GST)

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

Price is inclusive of all materials, lunches and tea-breaks

****This training is PSMB claimable**
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To register, complete this form:

1. Email form back to sender's email address/
shera@atcen.com
2. Fax this form to +603-7728 2620

Bank Draft:

Payable to **ATCEN SDN BHD** and courier to:
D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana 47820 PJ,
Malaysia.

By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**
Bank : Public Bank Berhad
Acc No : 3-1304600-34

All bank charges to be borne by payer.

For further information,
kindly email your enquiry
to shera@atcen.com

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 workshop.
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 working days prior to event commencement. However a substitute is welcome at no additional charges
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The information that you provide in the Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to offer, provide and continue to improve its programs and other services. Participants are responsible to advise the organizer if they do not wish to be included in the above.

For Office Use Only

Corporate Sales Consultant: SHERA

Invoice Number:

Invoice Date: