

# EFFECTIVE BUSINESS WRITING SKILLS WORKSHOP

**Date** : 4<sup>th</sup> – 5<sup>th</sup> April 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:**

**ATCEN**<sup>SM</sup>

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  
Jebesen & 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**  
Subject to PSMB approval

### 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](mailto: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: