

How to Sharpen your Business Writing Skills (ENG)

**2 November 2009
Holiday Inn, Nicosia**

Course Aim

Even more and more people nowadays are expected to express themselves in writing. This can present an enormous challenge. They may have studied the language years ago at school. Yet they have never been given the opportunity to learn writing skills that are essential no matter what sector they operate in and whatever it is they need to write. As the recession impacts the way business is conducted on a daily basis, there's less time than ever for ineffectually written business communications. To attract the attention of today's busy readers, you must respond to their need for clarity and conciseness in written communication. In this four-day workshop, you'll get the business writing skills you need, overcome 'writer's block,' learn to recognize and avoid common mistakes and receive a tool kit of proven techniques for delivering information powerfully, persuasively and professionally. Bring a current project and get one-on-one feedback on your business writing skills

Course Objectives

Update and improve your business writing skills for more effective and persuasive e-mails, memos, letters and reports
Organize your documents with your readers' needs in mind
Create reader-friendly layouts to highlight important information
Craft sentences that get and hold your readers' attention
Edit your writing for clarity and ease of reading
Avoid archaic expressions and common grammar, punctuation and usage errors
Organize Writing to Be Clear and Persuasive
Create Layouts That Are Reader-Friendly
Craft Sentences That Get the Reader's Attention
Edit Documents for clarity and Ease of Reading
Write Effective Documents, Including E-mails, Memos, Letters and Reports
Follow Rules of Grammar and Punctuation

Target Audience

All business professionals and managers of departments and executive secretaries who are required to present ideas in writing and wish to sharpen their business writing skills.

Trainer/ Instructor Profile

Jes Saliba recently graduated with a Masters of Science in Corporate Communications and Public Affairs at the prestigious Aberdeen Business School, Robert Gordon University. His research focused on how global brands are to be clearly communicated in multicultural environments.

Prior to this, he obtained other scholastic degrees such as a Post Graduate Diploma in Corporate Communications and Public Affairs, at Aberdeen Business School and a Bachelor of Arts in Communication and International Relations, at the University of Malta.

Jes Saliba is the founder of Corporate Identities which is a corporate communications and public affairs consultancy firm which provides integrated corporate communication consultancy services to several customers such as: Vella Brothers Group, FIAT, Hyundai, Casa Vini, Designer Carlo Schembri, and Ministry for Infrastructure, Transport & Communications, Smart Technologies, and many more.

This step came natural following more than 12 years experience in journalism, PR, communications management and brand consultancy to deliver experienced and senior advice.

He has recently been appointed as the Executive Representative for Champions for Children Foundation o.n.l.u.s. This truly amazing organization helps educate underprivileged children in poor regions from around the world, the president and founder is AC Milan's Clarence Seedorf.

As well, he writes for various reputable publications, and is an Associate Lecturer at MISCO.

During his free time he enjoys reading, travelling, cooking, music, following football and staying abreast on all current affairs.

Jes currently resides on the beautiful Island of Malta with his lovely wife, and commutes back and forth to his company's office in Milan, Italy.

Course Outline

Monday, 2 November, 2009

08:00-16:15

08:00 ó 10:30

ÉIntroduction

o Writing for a business audience is usually quite different than writing in the humanities, social sciences, or other academic disciplines. Business writing strives to be crisp and succinct rather than evocative or creative; it stresses specificity and accuracy. This distinction does not make business writing superior or inferior to other styles. Rather, it reflects the unique purpose and considerations involved when writing in a business context. In the introductory phase of this course, the participants explain the basic ingredients and components of communications, and expand on the importance of understanding the audience to communicate effectively to the audience.

ÉIntroduction to Minute Taking and Memo Writing

o The purpose of this component is to identify the differences between minutes and memos. In all instances the principal aim is to have an effective communication piece depending on the reason of what the communication is. There is also a reference to the different purposes that minutes are taken and written. Writing E-Mails and Memos

10:30 ó 10:45

Coffee

10:45 ó 13:15

Get action with E-Mail

- Command Attention with Subject Lines
- Create Layouts That Are Easy to Read
- Manage E-Mail Etiquette with Commonsense Courtesy

Structure Memos to Persuade, Solve Problems, and Inform

- Organize Your Thoughts with a Choice of Plans
- Put Key Ideas Up Front
- Write clear and Concise Procedures

ÉThe Report Writing Process, Checklist to Review a Report and Report Presentation

o Reports are one essential tool in business and organisations. The importance derives from the fact that reports either form the basis of decisions or provide material to back up opinions. In view of this participants will learn about the different functions of reports, the various components, the use of statistics, the referencing process and the formulation of the executive summary. Once again linkage with whom the audience is also emphasised. As such the choice of language, the words and how it is presented are all key elements of effective report writing.

13:15 ó 14:15

Lunch

14:15 ó 16:15

Writing Reports

Organize Ideas into an Effective Format

Design Strong Paragraphs

Use Graphic Elements Effectively

Use an Effective Format for Proposals

Command Attention with Subject Lines

- Create Layouts That Are Easy to Read
 - Manage E-Mail Etiquette with Commonsense Courtesy
- Structure Memos to Persuade, Solve Problems, and Inform
- Organize Your Thoughts with a Choice of Plans
 - Put Key Ideas Up Front
 - Write clear and Concise Procedures
- ÉHow to Handle Complaints

o Handling complaint letters is a very sensitive area and needs to be managed with care. Given that in some stage or another of business, one would have to handle complaints, particular attention is given to this specific aspect.

ÉPractical Writing Techniques

o Participants will also be given training related to the writing. These include vocabulary use, getting started and others technical aides in for enhancing writing skills.

ÉTraining

o It is our belief to provide a hands-on approach to training. In view of this, the participants will be engaged to put to practice what is addressed during the course.

Meeting Information:

Venue: Hilton Park, Nicosia

Participation Fee

Initial Cost:	þ 345
HRDA Subsidy:	(þ 91)
Net Cost per Participant	þ 254

The programmes* have been approved by the HRDA. Enterprises participating with their employees who satisfy HRDA's criteria, are entitled to subsidy.