



COURSE OBJECTIVE

Writing skills are key to the success of any business professional. In this course you will learn to improve the style and tone of your business language to make it more persuasive and professional. Delegates will learn the do's and don'ts of business writing and how to make a better impression with recipients. The course will include a number of exercises that will build their confidence and give them a framework for future communication.

AUDIENCE

Who does this training benefit :

Individuals with some experience who wish to sharpen the impact of their business writing.

- Personal Assistants
- Administrators
- New Graduates
- Coordinators
- Secretaries
- Customer Support

Course Prerequisites :

None

Workshop Structure :

- Theory supported by examples
- Case study
- Practical group exercises
- Supporting training material is provided to each participant

Timing :

9.00am to 1.00pm*

Refreshments and a one hour lunch break is provided

* Hours can be flexible based on client needs

Location :

Four or Five Store Hotel in Dubai*
Details provided upon registration

Course Benefits

- Become more professional in business correspondence
- Learn the acceptable standards in written communication
- Improve your professional image and that of your organization
- Be more productive

Advanced Business Writing - Course Review

What You Will Learn

By the end of the programme, you will be able to:

- > Write convincing and persuasive letters, emails, reports and general company literature
- > Understand various writing and thinking techniques, using preparation to save time and increase success
- > Analyse and present key elements to sharpen your message and achieve a greater impact on your audience
- > Convey confidence and professionalism in your writing at all times

Course Content

- Introduction to Successful Business Writing
 - > Distinguishing between various types of professional documents
 - > Avoiding common grammatical errors
 - > Using punctuation in an efficient way
- Prepare and Plan your Document
 - > Adopting a structured approach
 - > Defining the context and purpose of the document
 - > Using the techniques of mind mapping
 - > Distinguishing essential from irrelevant information
 - > Organising your thoughts logically
- Develop your own Style of Writing
 - > Expressing yourself clearly
 - > Avoiding redundancies and jargon
 - > Avoiding word inflation
 - > Writing in a concise and professional manner
 - > Enhancing your language skills and expand your vocabulary
 - > Personalising your writing through original structure
- Achieve Impact
 - > Focusing on the reader's requirements
 - > Learning the right techniques to make an impression and sustain interest
 - > Using original and appealing beginnings and endings
 - > Learning how to get and maintain your reader's attention

CANCELLATION POLICY

Delegates can cancel in writing at any time with the following fee applicable
13 – 5 days 20% of training cost
5 – 3 days 40% of training cost
2 – training date 80% of training cost

NOTIFICATION

Joining instructions will be emailed to the training coordinator 5 days in advance of the workshop date

SCHEDULE

Advanced Business Writing	January	February	March	April	May	June
	July	August	September	October	November	December
	X			X		

PRICE

		Dollars
	Per delegate	\$2999.00

BOOKING

1. **RESERVE** your place by emailing us at info@sigtraining.com
2. **CONFIRM** your attendance using the attached booking form



Booking Form Fax Back To FAO Info

Fax Number: 97143415352

Shmailan International Training
P.O. Box 118485
Dubai
United Arab Emirates
www.sigtraining.com
Phone: 971502977030
Email : info@sigtraining.com

Company :
Address :
.....
.....Postcode :
Telephone : Fax :

Delegate Details

Mr/Mrs/Miss/Ms. (please circle)

First Name : Surname :
Position : Department :
Email : Telephone :

Delegate Details

Mr/Mrs/Miss/Ms. (please circle)

First Name : Surname :
Position : Department :
Email : Telephone :

Course : Advanced Business Writing

Date of Workshop :

Invoice Details

Company : Mr/Mrs/Miss/Ms. (please circle)
First Name : Surname :
Department : Email :
Address :
PO Number..... Postcode :
Telephone : Fax :

Cost of Course per delegate :
Number of delegates attending :
Total Cost :
Name (please print) :

SIGNATURE



