

# Writing It Right



Decide with Confidence

This workshop will help you write the letters, emails and reports that are so important to your career. Whether you are writing an email message to a co-worker or responding to an upset customer, this workshop will equip you with the techniques of good writing and help you choose an appropriate format, style and tone to enhance your writing skills. "Writing it Right" will show you that writing should not be difficult and a chore. Numerous samples and case-studies which are simple and concise, will give participants renewed confidence in their ability to write effectively and convincingly.

## LEARNING OBJECTIVES:

On completing this program, participants will be able to:

- Identify formats of common type of writing and be able to write clear and grammatically correct emails and letters
- Be updated on the current styles of business writing and types of language used
- Learn how to write concisely, clearly and to the point
- Understand how to use the correct tone when replying to difficult letters and emails
- Master the techniques to ensure that their key messages get noticed by the readers
- Organize their thoughts and structure their writing better
- Learn how to write clear and concise reports, proposals and memos
- Vet, edit and proofread the written messages

## WORKSHOP OUTLINE:

### INTRODUCTION

- The styles and approaches to business writing
- Business letters presentation format
- Understanding the rules of open punctuation
- Business Language Today
- Modern day business writing vs older form of business writing

### BASIC ELEMENTS IN BUSINESS WRITING

- Fundamentals of good business writing
- Remembering the ABCs of effective writing
- The KISS Methodology
- Concise writing techniques
- Understanding and using tone effectively in writing
- Sentence construction style and structure
- Using the Active and Passive voice
- Paragraphing styles and rules
- Emphasizing key thoughts with sentence style

### EMAILING TECHNIQUES

- Characteristics of emails
- Ways to improve your email readability
- When to email and when not to
- Better email writing techniques
- Proper email etiquette and techniques

### EFFECTIVE ORGANISATION AND PLANNING

- The Five W's of Planning
- Successful Structuring Techniques for writers
- The four point plan for organizing your writing

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## WRITING TIPS AND TECHNIQUES

- Report and proposal writing techniques
- Techniques for responding to difficult letters
- Handling the letter of complaint
- Writing the letter of adjustment
- Useful phrases and terms
- Ways to organise reports/proposals convincingly
- Report writing format and presentation
- Use of visuals, statistics etc to facilitate quick understanding and easy reading
- Adding impact to business reports/proposals written

## MISCELLANEOUS

- Editing and Proofreading Techniques
- The Vetting Checklist
- Adding the Extra Polish to your writing
- Using the Dictionary as a resource

## ABOUT THE TRAINER – MR. MATTHEW JAMES

Matthew holds a Bachelor in Mass Communications (University of Newcastle, NSW) and is a certified trainer by the Leadership Institute of America. He has twelve years of experience in public relations, corporate communications and media management. He started his professional career as a public relations practitioner at the Singapore Economic Development Board. During his five-year tenure at the board, he was involved in corporate communications, events management and editorial work. Matthew is also a strong proponent in the development and understanding of the role that human behavioural science has to play in personal and organizational learning and development.

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**Date:** 16 April 2009, 9am – 5pm  
**Venue:** Grand Park Plaza Hotel, City Hall

**Fee:** [ ] S\$360 for D&B Subscriber [ ] S\$440 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 16 Mar to receive a 10% off regular fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company's Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Payment Information

[ ] D&B subscription units (Account no: \_\_\_\_\_)  
[ ] \* Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*  
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**Card no:** \_\_\_\_\_ **Expiry date:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_ *(\*GST applies for cheque & credit card payment)*

## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances