

INTRODUCTION

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:

- 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

COURSE 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

EFFECTIVE ORGANISATION AND PLANNING

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

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

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

MISCELLANEOUS

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

ABOUT THE TRAINER – MS CAROLINE JOSEPHINE DAWSON

Caroline Josephine Dawson holds a Master of Arts degree in Mass Communications from the Nanyang Technological University, Singapore. She has more than 8 years of invaluable experience in teaching business, environmental and technical communication and 10 years in the field of journalism and publishing.

Caroline's expertise in business writing and language proficiency has seen her train operational, supervisory and managerial staff from various government bodies. Her track record includes organisations such as Land Transport Authority, Supreme Court, Singtel, Singapore Power, HDB and CPF Board. This experience in working with public sector training has become one of her training strengths. Participants of her training workshops attest to her motivational, instructional and highly experiential training methodology.

At the same time, Caroline has also conceptualized, produced and delivered courses such as written and oral presentation skills, communication relationship management, business communication, customer service and teambuilding, among others. She has also worked with the Workforce Development Agency of Singapore to develop training content for the Employability Skills System.

Writing It Right

by Caroline Dawson



Decide with Confidence

Date: 5th May 2010, 9am – 5pm
Venue: Amara Hotel Singapore

Fee: [] S\$395 for D&B Subscriber [] S\$480 for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 5th April 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***

[] * VISA [] Mastercard [] Amex

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 14 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.