

EFFECTIVE BUSINESS WRITING SKILLS



Why Should You Attend?

OVERVIEW:

How you write and what you write can greatly influence and motivate your target audience, be it your clients, customers, suppliers, or top management.

OBJECTIVES:

- Create various types of effective business documents.
- Know the rules to effective writing.
- Get the message across and get result.
- Enhance knowledge, skill and confidence to write well.
- Write effective letters, memos, reports and emails
- Use verbs that create powerful messages.
- Choose the right words, style and tone.
- Replace clichés and antiquated phrases.

What Will You Learn?

KEY TOPICS:

- Problems in writing
- Steps in business writing
- What readers look for
- Reader SCOPE: Reader needs
- Using the ACT technique to write
- Five elements of Style
- Letter and emails
- Memos and reports
- Essential Grammar for Business writing
- Sentence and paragraph construction

PRINCIPAL CONSULTANT & TRAINER

Mr. Manohar PhD. is a lecturer, speaker, trainer and consultant with over 25 years' experience in English, Business Communication, Management and Leadership skills. He holds a Bachelor Degree (Hon) in English from the University of Malaya. He also holds a B.Sc. Degree (Hon) in Marketing, a Master Degree in Communication and a Ph.D.

For complete profile, please visit:

www.asmlearning.com




Who Might You Meet & Who Should Attend?

Managers • Executives • Department Heads • Project Managers • Business Development Managers • Anyone who feels they spend too much time writing and re-writing memos, letters, emails or proposals.

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<h2 style="text-align: center;">REGISTRATION FORM</h2>	<p style="text-align: center;">Please register me for the following programme.</p>
<p>Complete the registration & fax/email to:</p> <p style="text-align: center;">FAX: 603-7960 2326</p> <p>Email: seminar@asmlearning.com</p> <p>Register online: www.asmlearning.com</p> <p>Online Banking: RHB A/c: 21247900052760 (Please fax us the bank-in-slip)</p>	<h2 style="text-align: center;">EFFECTIVE BUSINESS WRITING SKILLS</h2> <div style="border: 1px solid black; padding: 10px; text-align: center;"> <p>PROGRAMME DATE: 15 & 16 MAY 2017</p> </div> <p style="text-align: center;">NORMAL FEE: RM1,272</p>
<h3 style="text-align: center;">Participant's Information</h3> <p>1) Name: _____</p> <p>Job Title: _____</p> <p>Organisation: _____</p> <p>Tel: _____ Fax: _____</p> <p>H/P: _____ Email: _____</p> <p>2) Name: _____</p> <p>Job Title: _____</p> <p>Organisation: _____</p> <p>Tel: _____ Fax: _____</p> <p>H/P: _____ Email: _____</p>	<h2 style="text-align: center; color: red;">PROMO!!!</h2> <h2 style="text-align: center; color: red;">DISCOUNT 20%</h2> <p style="text-align: center;">RM1,017.60 INCLUDED GST (VALID UNTIL 15 MAY 2017)</p>
<h3 style="text-align: center;">Contact Person's Detail</h3> <p>Name: _____</p> <p>Job Title: _____</p> <p>Organisation: _____</p> <p>Tel: _____ Fax: _____</p> <p>H/P: _____ Email: _____</p>	<h3 style="text-align: center;">PAYMENT OPTION</h3> <p>Please make the cheque payable to:-</p> <p style="text-align: center;">ASM LEARNING SDN. BHD.</p> <p>with the <u>title of the programme</u> written on the back of the <u>cheque</u>. All payments should be made in advance of the programme date.</p> <p>Certificate Of Attendance A certificate will be issued to all participants of the programme.</p> <p>Confirmation All participant(s) will receive written confirmation of their registration.</p> <p>Substitution of Participant(s) This is allowed, provided ASM Learning is notified of the name and the designation of the new participant(s) at any time prior to the commencement of the event.</p> <p>Cancellation If notice of withdrawal is given in writing within 10 days preceding commencement of the event - 40% of the fee will be charged. After commencement of the programme / no show- No refund will be made. Upon submitting this form, you are deemed to have read and understood the Registration Guidelines and Policies and have accepted the terms contained therein. Please return this registration form together with the payment to reach us before the event.</p>
<h3 style="text-align: center;">Administrative Details</h3> <p>Tel: 03-7956 2325 / 7956 2327</p> <p>Fax: 03-7960 2326</p> <p>Email: seminar@asmlearning.com</p> <p>Mail to: ASM LEARNING SDN. BHD. Suite 901, 9th Floor, Menara PJ, Amcorp Trade Centre, 18, Persiaran Barat, 46050 Petaling Jaya, Selangor.</p>	<div style="display: flex; align-items: center;"> <div style="flex: 1;">  </div> <div style="flex: 1; padding-left: 10px;"> <p>Petaling Jaya New Town uses a new one-way loop system. If in the direction of Klang or Kuala Lumpur take the Taman Jaya exit.</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p>Taman Jaya Exit both directions</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">WE ARE HERE</p> <p style="text-align: center;">MENARA PJ AMCORP TRADE CENTRE</p> </div> </div> </div>