

7⁺ Essentials of Effective Business Writing

Power up your writing skills with this interactive programme!



Date: 14th to 15th March 2017

Time: 9:00 am to 5:00 pm

Venue: Kuala Lumpur

Workshop Objectives

At the end of the course, participants will learn how to write effective business documents by:

- Examining the essentials of effective business writing.
- Practising hands-on exercises and examples drawn from their workplace.
- Composing more effective business documents such as emails and reports.

Trainer: Lydia Teh

Highlights of The Programme

Essential #1: Build up on the Fundamentals

- Brush up your grammar
- Sentence construction, punctuation, tenses
- Compose with confidence

Essential #2: Start with the Audience in Mind

- Who is the audience?
- What do you want to communicate to them?
- What is the context of your communication?

Essential #3: Beware of These Pitfalls

- Common problems in today's business writing
- T-rex language
- Commonly confused words

Essential #4 : Be Active, Rarely Passive

- Use the active voice
- Dump the passive

Essential #5 : Be Positive

- Send positive vibes
- Maintain friendly tone

Essential #6 : 3 KISSes

- Add sparkle to your writing

Essential #7 : Sharpen Your Pencil

- Ideas to energize your writing
- Useful writing tools

Essential +1: Practice Makes Perfect

- Reading and writing assignments to be submitted weekly and discussed during one-hour weekly Skype sessions

Lydia's books



Sign up and receive an autographed copy of **Do You Wear Suspenders?**

10th book out in 2017!



For more information about *The 7 + 1 Essentials of Effective Business Writing*, please contact Tracy Tan at **03-7955-3686** or email to **tracytan@executiveworkplace.com** or **training@executiveworkplace.com**.

Website : www.devineconsulting.net / www.executiveworkplace.com

Trainer Profile: Lydia Teh

Writing Portfolio

Author of nine books including *Honk! If You're Malaysian* which has sold in excess of 30,000 copies and won The Star-Popular Readers' Choice Awards in 2008.

- ◆ Past contributor to newspapers, magazines and websites such as The Star, The New Straits Times, Her World, and Women's International Net.
- ◆ Columnist for The Sun newspaper since 2011.

Speaker Portfolio

- ◆ Conducted talks and writing workshops at universities, school, language centres, and bookstores including UCSI University, Sekolah Sri Tenby, SMK Bukit Nanas, Perdana Leadership Foundation, and Cambridge English for Life.
- ◆ Member of Toastmasters International – Advanced Communicator Bronze.

Corporate Experience

- ◆ 7 years managerial and 14 years secretarial.
- ◆ Currently runs a franchise English language centre.

Qualifications

- ◆ Cambridge International Certificate in Teaching and Learning, University of Cambridge
- ◆ Certificate of Proficiency in English, University of Cambridge
- ◆ Diploma in Writing, Australia
- ◆ Diploma in Administrative Management, UK
- ◆ Certificate in Administrative Management, UK
- ◆ Certificate – The Association of Business Executive, UK
- ◆ Diploma in Executive Secretaryship, Stamford College
- ◆ Private Secretary's Certificate, LCCI and Pitman, London



Testimonials

"This is a very useful course. I have a better understanding on how to write business documents after attending this course." ~ Gan Leh Wah, Group Sales Manager, Great Eastern Life Assurance sales agency, April 2016.

"The trainer is knowledgeable and provided good tips on business writing." ~ Selina Teh, Accounts Executive, Aureus Wise Resources, April 2016.

"The course is very helpful in pointing out the mistakes that we usually make. The trainer was able to keep the course simple, short, and interesting." ~ Stephen Tan, Financial and Estate Planner, Great Eastern Life Assurance sales agency, April 2016.

"Excellent value for money! Thank you." ~ Choy WH, Head of Finance, GC Logistics Sdn Bhd, April 2016.

Registration Form

Early Bird Special

Sign up before 10/2/2017 to get 10% discount

Group Ticket Discount

- i. 3-5 tickets: 10% discount
- ii. 6 and above: 15% discount

Fee (Per Pax) Subject to 6% GST

- 2-day workshop: RM2,600
- 2-day workshop + 4-week-coaching: RM3,800
- 2-day workshop + 6-week-coaching+ exercises + reading: RM3,900

How did you know about this event

- Email Blast
- Website
- Social Media
- Others

Organization Details

Company Name: _____

Address: _____

Name of Contact Person: _____

Tel: _____

Email: _____

Participant Details

Name (Dr/Mr/Mrs/Ms): _____ Mobile No: _____

Email: _____ Designation: _____

Participant's Classification: Vegetarian Meal

Name (Dr/Mr/Mrs/Ms): _____ Mobile No: _____

Email: _____ Designation: _____

Participant's Classification: Vegetarian Meal

Name (Dr/Mr/Mrs/Ms): _____ Mobile No: _____

Email: _____ Designation: _____

Participant's Classification: Vegetarian Meal

Payment Details

Direct Bank In: DEVINE CONSULTING PLT
Bank: CIMB Bank Berhad
A/C No: 8007985970

Cheque issued to: DEVINE CONSULTING PLT

Important Note

- Fees include lunch, light refreshments, and workshop materials.
- The organiser reserves the right to make any amendments that it deems to be in the interest of the event.
- Reservation will only be confirmed upon receipt of full payment. Invoiced sum is payable in full within 7 days from the invoice date.

Withdrawal and replacement:

- Should you be unable to attend, a substitute delegate is welcomed at no extra charges. The organiser must be informed in writing of any substitution of delegate(s). Details of new delegate(s) must be furnished for registration, billing and reception purposes (where applicable).

Cancellation and /or postponement

- The organiser reserves the right to cancel and/or postpone the workshop due to unforeseen circumstances. All delegates will be duly informed.

For more information about *The 7+1 Essentials of Effective Business Writing*, please contact Tracy Tan at 03-7955 3686 or email to tracytan@executiveworkplace.com or training@executiveworkplace.com

