

EFFECTIVE BUSINESS WRITING SKILLS WORKSHOP

Date : 4th – 5th December 2017

Venue : Vistana Hotel, Kuala Lumpur

Workshop Description

This practical workshop delves into how to send precise and concise written messages to a receiver with a high level of professionalism. The workshop highlights the need for a polished and structured business writing format. It also emphasizes the importance of using contemporary, appropriate and grammatically correct language expected in professional business writing.

Workshop Learning Objectives

- Develop the skills of effective business writing that produce positive results.
- Develop the skills of good communication in workplace.
- Plan your writing for success.
- Understand and master the application of the 7Cs of good writing to business-success writing.
- Identify the purpose of writing & understand your reader.
- Recognize common writing practices that should be avoided.
- Develop the skills of writing the right style.
- Write effective documents by applying principles learnt.
- Write clear and easy to understand letters and emails.
- Recognize and avoid the most frequently misused words & phrases in business writing.
- Apply consciously the three-stage editing process.
- Master basic rules in punctuation, grammar & syntax

Who Should Attend?

- Managers
- Executives and Non-Executives

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Break
1300 – 1400	Lunch
1530 – 1545	Afternoon Break
1700	End of Workshop

Chronology applies for Day 1 and Day 2.

Facilitated & Marketed by:

ATCENSM

This training is **PSMB claimable**
Subject to PSMB approval

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Module Outline

Module 1: Business Writing Today

- Effective Business Writing
- Self Assessment: Are You Writing Effectively?
- The Beauty of Plain English
- The 7Cs of Effective Business Writing

Module 2: Develop Effective Writing

- Plan and Prepare Your Writing
- Set Clear Communication Goals for A Clear Message
- Understand Your Targeted Audience

Module 3: Writing the Right Style

- Business Writing - Formal or Informal
- What Do you Want to Convey & How Are You Going to Convey
- Use the Right Tone
- Choose the Right Words
- Words and Phrases That Soften the Impact
- Drop the Redundant Words
- Stuffy vs. Straightforward Words

Module 4: Effective Letters & Emails

- Four-Point Plan in Writing
- Templates to Plan the Message- Handling Complaints, Conveying Good/Bad News, Requesting/Providing Information or Persuasive Writing.
- Write Effective Business Letters
- Email Etiquette Always
- Effective Layouts

Module 5: Polish the Document

- The Three-Stage Editing Process
- Ensure the Clarity of the Message
- Organize the Flow of the Message
- Grammar Essentials
- Commonly Misused Words & Phrases

Program Facilitator

Irene Wong

Irene Wong is a Training Consultant with the ATCEN Group of companies. With a proven track record in the training & education industry, Irene has more than 14 years of facilitating, training and lecturing experiences dealing with both working adults and students. She holds a Master of Science (Guidance and Counseling) and a Bachelor of Education in Teaching English as a Second Language. She is a much sought after speaker/ trainer in the English language arena.

Over the years, she has facilitated and trained many local and international young adults in Proficiency English of various levels especially in Reading and Writing Skills. She has conducted workshops and programs for English for Academic Purpose, Academic Writing, Business English and Technical English at Universiti Kebangsaan Malaysia (UKM), INTI University College of Malaysia, KBU International College and ERICAN Language Centre. Her vast and in-depth experience specializing in the English language has brought much success to her participants and students over the years.

Irene also teaches various courses in communications i.e. Business Communication, Critical Thinking & Study Skills, Strategic Communication, Communication Theories and Public Speaking classes for undergraduates at UPM and KBU and the corporate environment.

Some of the companies she has trained over the years include Zenith Media Malaysia, Tokio Marine Life, Malaysian Industrial Development Finance Berhad (MIDF), Pos Malaysia, Proton Edar Sdn Bhd, The Star Publications, CIMB, Pacific Mutual Fund, Jebsen and Jessen Comm Solutions, FCS Computer System, TT dotcom, Puncak Niaga, Syabas, Atos Origins, Securities Commission, Credit Guarantee Corporation, Tanjong Kapal Services, Fibertex Nonwovens, Perodua, INCEIF, Bank Islam, Ansell Shah Alam Sdn Bhd, Energy Academy, O'Connors Engineering, SONY Malaysia, Bank Islam, ValueCAP Sdn Bhd, Syarikat Prasarana Negara Berhad, Fajarbaru Berhad, Sime Kansai Paints Sdn Bhd, Bukit Kiara Properties, Integrated Petroleum Services, IOI Corporation, Unilever Malaysia, NGL Tricor, Bank Rakyat, Fonterra Sdn Bhd, Khazanah Nasional, Golden Screen Cinema, Mitsubishi, Selangor Industrial Development Corporation, OCBC, PORTMAN College, Taylors University, Pentago Landscape, BMW, Sanofi-Aventis, BASF, MyClear, Zurich Malaysia, SP Setia and etc.

Currently she manages a ATCEN Learning Centre that specializes in English & Personal Mastery workshops. Irene is actively involved in writing scripts and organizing short play competitions for students. She also conducts counselling sessions regularly for the participants of her programs.

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Companies that have attended “Effective Business Writing Skills Workshop” public workshop since 2010

Abyses Sdn Bhd	DSM Nutritional Products Malaysia	Malaysian Industrial Development Finance	SAS Institute Sdn Bhd
Accel Graphic Systems Sdn Bhd	Ebara Pumps Malaysia Sdn Bhd	Malaysian Institute of Accountant (MIA)	Schaefer Kalk
Affin Holdings Berhad	Emerson Process Management	Malene Insurance Brokers Sdn Bhd	Schneider Electric Industries (M)
Affin Hwang Asset Management	Esabee Biotika Sdn Bhd	Management & Science University	Selangor Industrial Corporation
Airfoil Services Sdn Bhd	Export Import Bank of Malaysia Berhad	Mandarin Oriental Kuala Lumpur	SGL Carbon Sdn Bhd
Ajinomoto (Malaysia) Berhad	FCS Computer Systems Sdn Bhd	Maspa Inspection and Testing Services	SHELL
Allianz Life Insurance Malaysia	Federation of Investment Managers	Materialise Sdn Bhd	Sime Kansai Paints Sdn Bhd
Ambang Wira Sdn Bhd	Fibertex Nonwovens	Maybank	Star Publications (M) Bhd
Ansell Shah Alam Sdn Bhd	Fibertex Personal Care Sdn Bhd	MEASAT Broadcast Network Systems	Syabas
Asian Finance Bank Berhad	Flamingo Hotel by the Beach Penang	MISC Berhad	Syarikat Lori Hup Soon Sdn Bhd
Asian-Pacific Resource & Research	FlyFirefly Sdn Bhd	Malaysian Resources Corporation Berhad	Syarikat Takaful Malaysia Berhad
Centre for Women	Fonterra Brands (M) Sdn Bhd	MVEC Exhibition & Event Services	Tanjung CSI Sdn Bhd
Astro Digital 5 Sdn Bhd	GCH Retail (M) Sdn Bhd	Nalco Industries Services Malaysia National	Tanjung Offshore Services Sdn Bhd
Australian Trade Commission	GSC Sdn Bhd	Bank of Abu Dhabi	Taylor's University Sdn Bhd
Bank Islam (M) Berhad	Haco Asia Pacific Sdn Bhd	Newfield Sarawak Malaysia Inc	Telekom Applied Business Sdn Bhd
Bank Negara Malaysia	HB Yamaha Motor Research Centre	NS Bluescope Malaysia Sdn Bhd	Telekom Malaysia Berhad
Bank Rakyat	Heveaboard Berhad	Orogenic Resources Sdn Bhd	Tenaga Nasional Berhad (TNB)
BBDO (M) Sdn Bhd	Hilton Kuala Lumpur	outLOUD Studios	Texas Instrument Malaysia Sdn Bhd
BP Business Service Centre Asia	IEV Group Sdn Bhd	Overseas Assurance Corporation (Malaysia)	TGV Cinema Sdn Bhd
Bredero Shaw Malaysia Sdn Bhd	IGB Corporation Berhad	Pacific Mutual Fund Berhad	TH Heavy Engineering Berhad
Bridgestone Engineered Products of	Integrated Petroleum Services Sdn Bhd	Pan Malaysian Pools Sdn Bhd	The Bank of Nova Scotia Berhad
Asia Sdn Bhd	Integrated Well Services Sdn Bhd	Parker Hannifin Industrial (M) Sdn Bhd	The BIG Group
British American Tobacco (M)	INCEIF	Pascorp Paper Industries Berhad	The Saujana Hotel Kuala Lumpur
Bukit Kiara Properties Sdn Bhd	International Enterprise Singapore	PBAPP	Theta Edge Berhad
Bureau Veritas (M) Sdn Bhd	iPerintis	Pelaburan Hartanah Berhad	Time DotCom Berhad
Cadbury Confectionery Malaysia	IPG Mediabrands Sdn Bhd	Perbadanan Nasional Berhad	Touch'N Go Sdn Bhd
CIMB	Ipvolusi Sdn Bhd	Perdana Leadership Foundation	Toyo Ink Sdn Bhd
Clorox (M) Sdn Bhd	IRIS Corporation Berhad	Pharmaniaga Logistics Sdn Bhd	Transgistics Sdn Bhd
Cosway (M) Sdn Bhd	Isagenix (Asia Pacific) Malaysia Sdn Bhd	PIKOM	Transmile Air Services Sdn Bhd
Credit Guarantee Corporation	Jabatan Pem. dan Penyelidikan Sabah	Poly Glass Fibre (M) Bhd	Transnational Insurance Brokers (M)
Country Annexe Sdn Bhd	Jebsen & Jessen Communication	PORTMAN College Sdn Bhd	Tropicana Medical Centre (M)
Cyberjaya University College of	Johnson & Johnson	Pos Malaysia Berhad	TT dotCom Sdn Bhd
Medical Sciences	JT International Trading Sdn Bhd	Prince Court Medical Centre Sdn Bhd	U Mobile Sdn Bhd
Cyberview	Kenanga Investment Bank Berhad	Prometric Technology Sdn Bhd	UMW Corporation Sdn Bhd
D.S.C. Engineering Sdn Bhd	Kenji Technology Sdn Bhd	Proton Edar Sdn Bhd	Vacances (M) Sdn Bhd
Deleum Berhad	Khazanah Nasional Berhad	Public Mutual Fund Berhad	Valuecap Sdn Bhd
Dewan Filharmonik Petronas	Le Meridien Hotel	Puncak Niaga (M) Sdn Bhd	Vanbreda International
DHL Express	Malaysian Communications & Multimedia	Ramunia Holdings Berhad	Vedel IT Sdn. Bhd.
Diamond Key International (M)	Commission (MCMC)	Rangkaian Pengangkutan Integrasi Deras	Viewpoint Research Corp. Sdn Bhd
Dimension Data Sdn Bhd	Malaysian Electronic Clearing Corporation	SAJ Holding Sdn Bhd	Walton Berhad
	Sdn Bhd (MyCLEAR)	Salcon Engineering Berhad	Wayasan Inovasi Malaysia

Participants' Feedbacks

“Plus Point - Energetic and fun facilitator” - Executive Assistant, Asian-Pacific Resource & Research Centre for Women

“Good presentation, clear, a lot of knowledge from trainer. Good Job” – Executive, Cyberjaya University College of Medical Sciences

“I hope the durations of the programme can be extended few more days. I am very enjoy the whole programme.” – Executive, Taylor's University

“Good information on reporting template and samples. Very informative and up to date style of writing report.” – Regional Manager, TGV Cinemas

“This workshop has helped me to articulate what am trying to express in my written communicator. Thank You very much” - The BIG Group

“I enjoyed learning and feel more confident to write and letter with the simple step CBD”

“We appreciate the take-home notes. Class is interactive, which is great!”
- Associate Analyst , Bank Negara Malaysia

“The workshop was great because it give me a lot of idea improve my business writing. A lot of example give a clear view on writing a letter/email.”

27th
SESSION
SINCE
2010!

93%
Score on Trainer's
Feedback – Last
Session
(August 2017)

342
Numbers of
participants that have
joined this course
(public workshop)
since 2010

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Registration Form

Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Kindly contact me through Social Media? Yes No

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Kindly contact me through Social Media? Yes No

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Kindly contact me through Social Media? Yes No

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature: _____ Invoice Attention To / : _____

Finance E-Mail Address _____

Company Stamp Chop:

For further information,
kindly email your enquiry
to info@atcen.com

Workshop Investment – RM1,699 per participant

(NOT Inclusive of 6% GST)

Group Discount of 10% for 3 or more participants who register for the workshop at the same time and are from the same organization.

Price is inclusive of all materials, lunches and tea-break.

****This training is PSMB claimable
subject to PSMB approval**

To register, complete this form:

1. Email form back to sender's email address/
info@atcen.com
2. Fax this form to +603-7728 2620

Bank Draft:

Payable to **ATCEN Sdn Bhd** and courier to:
D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,
Malaysia.

By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**
Bank : Public Bank Berhad
Acc No : 3130460034

By Credit Card:

We take VISA and MasterCard only.
(3% transaction fees is applicable)

All bank charges/fees to be borne by payer.

Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend our programs.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The personal information that you provide in this Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to market, advertise and promote our goods and services via various communication mediums. Participants are responsible to advise the organizer if they do not wish to be included in the above.

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: