



Essential BUSINESS WRITING

skill

Date: 23rd April 2019

Time: 9.00am to 5.00pm

Venue: 3 Two Square

A lot of people may work very hard in their life but their work were not appreciated by bosses and colleagues. One of the major reasons could be their work lack quality and was unable to communicate the right message to the users in a clear and understandable way. Proper Business English writing skills is very important to improve your work performance.

OBJECTIVE:

This course is to assist those who wish to improve their business writing skills in English to communicate effectively in the business world.

HOW WILL YOU BENEFIT:

Course participants will be trained to prepare clear, concise and professional English written communication, an essential tool to communicate more effectively both internally and externally from your organization and help you to get that promotion or close that business deal.

On completion of the course you will have the skill and capability to write effective business letters, emails and memorandums. You will be able to structure and compose a variety of texts using simple language to effectively communicate a message to a specific audience. Learn the value of professional written communication in building good client relationships.

Price:

Course Fee

If you are AccTecTraining/ KAC member

Price per participant

RM 399.00

2 Credits

Price includes: Speaker Notes, Attendance e-Certificate, Tea Breaks and Lunch

Price is inclusive of 6% SST.

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Course Outline

Module 1: English Grammar handbook

- Correct usage of tenses
- Forming verbs (regular and irregular)
- Using interrogative pronouns appropriately
- Writing grammatically correct sentences

Module 2: Writing Concise and Clear Sentences

- Brief, precise effective sentences - avoid repetition and redundancy
- Best way to use words to connect ideas and convey message
- Using the active voice in writing

Module 3: Techniques for Writing Effective Attention Grabbers

- Why recipients rarely reply your letter/ memo?
- Applying the positive tone for positive reply
- The do's and don'ts e.g. using negative or blunt statements
- Ways to expedite respond time by recipient

Module 4: Writing Brief and Effective E-mail

- Catch the reader's attention in 0.5 seconds with a gripping subject matter
- Starting and ending an e-mail effectively
- Avoiding common mistakes when writing an email
- Conveying the intended messages effectively



TRAINER'S PROFILE: Ms WONG WAI KUEN

Wai Kuen is a qualified teacher trainer with a Diploma in Teaching English to Speakers of Other Languages (TESOL) and a certified PR practitioner from the Institute of Public Relations in Singapore. With 25 years of experience working in a corporate job requiring her to communicate with CEO's, COO's and Management Executives, she has vast experience in effective business communication. She was also editor of an in-house newsletter, and has trained adults in Business English for the past 5 years.

Her career in Malaysia included General Manager of a multinational direct marketing company, Director of Marketing for a major conference organizer and Vice President of an American Productivity Consultancy, headquartered in the US with offices in Malaysia, Thailand, Indonesia, and Taiwan.

METHODOLOGY:

Lecture, power point presentation, discussions, question & answer session

WHO SHOULD ATTEND

Business Owners

Accountants & Account Executives

HR Managers, Marketing Managers, Operation Managers

Suitable for all industries



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training.com

COURSE TITLE : Essential Business Writing Skill
EVENT DATE : 23rd April 2019, Tuesday
VENUE : Knowledgecom, 3 Two Square, Petaling Jaya

Course Fees Per Participant		No. of participants	Total Fees
Normal Price	RM399.00/pax	pax	
AccTecTraining/ KAC Member	2 credits/pax	pax	
Total			RM

PARTICIPANTS

Company Name: _____ Industries: _____
 Contact person: _____ Company Tel & Fax No: _____
 Company Mobile: _____ Email: _____
 Address: _____

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1. Full Name : _____ Designation _____
2. Full Name : _____ Designation _____
3. Full Name : _____ Designation _____

(In the event of additional participants kindly fill up another registration form)

PAYMENT METHOD

- I / We hereby enclose Cash/ Telegraphic/ Online Banking Transfer
 Cheque No. _____ for amount of RM _____

Cheque should be crossed and made payable to **KAC Advisory Services PLT**. Payments can be deposited into our account - **CIMB: 8009809371**. A copy of the bank-in slip should be scanned and emailed to selangor@kacadvisory.com.

Cancellation/ transfer policy: Payment is refundable for cancellation if cancellation is in writing received 7 working days before the event. You can substitute an alternative participant, particulars of which should be given to us in writing before the event. If any participant is absent on the event day, full payment is chargeable.

KAC Advisory Services PLT (KAC) reserves the right to change the venue(s), date(s) speaker(s) or cancel the event due to circumstances beyond its control. KAC also reserves the right to alternative arrangements whatsoever without prior notice to you, should it be necessary to do so. Upon signing the registration form, you are hereby deemed to have read and agreed to the terms and conditions herein. Price is inclusive of 6% SST.

Signature and company stamp

Date:

Should you have any further enquiries, please do not hesitate to contact us.

- Email : selangor@kacadvisory.com
- Contact : **Mr Teoh**
- Address: A-02-03, Jalan PPK 1, Pusat Perniagaan Kinrara, Jalan Puchong, 47100 Puchong, Selangor

Contact No: **011-1057 3088**