



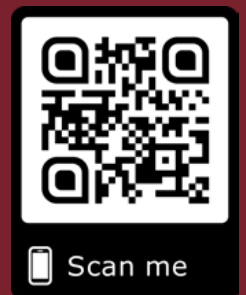
Training Seminars & Conferences



An Intensive 5-Day Training Seminar On

Advanced Business Writing Skills

05 - 09 Apr 2021, Istanbul
23 - 27 May 2021, Abu Dhabi
31 Oct - 04 Nov 2021, Dubai



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and ISO 29993:2017
Certified Company

Advanced Business Writing Skills

INTRODUCTION

Writing Skills is a critical competency that underpins relationships and performance among employees and with external stakeholders, contributing to the company's professionalism and credibility.

This EuroMaTech Advanced Business Writing Skills training course provides business professionals with the opportunity to develop their writing skills. This EuroMaTech training course focuses on developing the competencies that allow participants from different cultures and nationalities to communicate effectively with each other. The training course helps delegates become great communicators who know how to win respect, understanding and commitment.

Participants attending this EuroMaTech training course will be able to:

- Present factual and complex information accurately, clearly and concisely in English
- Structure written English content, so it achieves the results they want
- Write reports and other business correspondence that are read, understood and acted on by their target audiences

PROGRAMME OBJECTIVES

This EuroMaTech Advanced Business Writing Skills training course is very practical with lots of opportunities to try out the new skills participants will learn. It aims to help participants achieve the following objectives:

- Mastering the confusing rules of grammar and punctuation so the meaning is crystal clear rather than confusing
- Writing in English on paper and screen so audiences understand it the first time and believe
- Tailoring English language for online mediums where word count matters
- Applying English language in business documents such as letters, reports, presentations and speeches
- Crafting technical and non-technical reports that are clear, concise and coherent

WHO SHOULD ATTEND?

This EuroMaTech Advanced Business Writing Skills training course is suitable for employees who wish to improve their writing capabilities so that they can present complex information with clarity to colleagues, leaders and external stakeholders – *to make them understand what it means and act on the information provided.*

TRAINING METHODOLOGY

The Advanced Business Writing Skills training course combines presentation that share both theory and industry best practices with practical sessions in accordance with adult learning and blended learner-centred principles.

Delivery will be interactive, hands-on, experiential, peer-sharing, reflective and self-directed. Interactive practical sessions include small and whole group exercises, videos, case studies peer exchange, brainstorming, role plays and discussions. Participants are encouraged to reflect on and discuss their own professional issues and experiences. Overall 60% of training will be experiential and 40% will be theoretical.

PROGRAMME SUMMARY

EuroMaTech's Advanced Business Writing Skills training course provide competencies – reading and writing - which are the foundation of business and relationships. It gives participants a firm grasp of the nuances of the language and its application in their day-to-day work.

Participants will improve literacy skills by exploring the systematic rules and tools of spelling, punctuation and grammar, then thinking systematically about how to apply them in business, to explain themselves clearly and influence other people.

IN-HOUSE TRAINING

EuroMaTech is capable of conducting this training programme exclusively for your delegates. Please e-mail us on inhouse@euromatech.ae for further information and/or to receive a comprehensive proposal.

PROGRAM OUTLINE

DAY 01

Writing for Your Reader

- Mastering the perplexing rules of English grammar: from Traditional based on Latin to Modern based on actual usage
- The Art of Punctuation - the traffic signals of language: tells us to slow down, notice this, take a detour, or stop
- Practical tips to avoid overused business words, replacing them with language that creates rich variety for our audiences
- Writing in Plain English that is clear, easy to understand and elicits the response you want

DAY 02

Developing Advanced Proficiency

- 12 golden rules for successful writing that ensure people read what we write
- Inspiring, Influencing & Persuading through Storytelling: how to narrate experiences with enough detail and feeling so our audiences are engaged
- Newsworthy writing for external audiences that will grab interest and keep people reading to the end
- Accurate proof reading that picks up errors, confusion and potentially embarrassing mistakes

DAY 03

Writing for Online Audiences

- Email etiquette: creating emails that are well written and structured to people understand why they should pay attention and respond
- How to produce relevant online content for websites and social media, and improve usability and search engine optimisation
- Maximising the response to your posts, tweets, comments and other feeds
- Blogging for business impact in an authentic way

DAY 04

More Practical Applications

- Impactful Presentations: presenting messages clearly so audiences participate positively and remember our key points
- Writing speeches that grab attention: motivating and persuading audiences when developing and delivering both informal talks and more formal speeches
- Gold standard letter writing for business: how to structure letters so our recipients read, understand and act on what they read

DAY 05

Powerful Reports & Briefing Papers

- Structuring reports so readers can find their way around the different sections in reports
- Using images, diagrams, graphs and tables to illustrate key points in reports
- Best practices for layout and design – typefaces, colour, white space, margins, columns, numbering, page numbers, binding
- How to write reports for people who don't have technical backgrounds
- Presenting complex processes, systems and other technical subjects in a clear, concise and coherent way

QUALITY CERTIFICATIONS & ACCREDITATIONS



The PMI® Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.

Advanced Business Writing Skills

✓	Date	Venue	Fee(\$)
	05 - 09 Apr 2021	Istanbul	US\$5,950
	23 - 27 May 2021	Abu Dhabi	US\$4,950
	31 Oct - 04 Nov 2021	Dubai	US\$4,950

*This fee is inclusive of instruction materials, documentation, lunch, coffee/tea breaks & snack. All Fees are subject to 5% Value Added Tax (VAT).**

Your Details

Name (Mr/Ms):.....
Position:..... Organisation:.....
Address:.....
.....
City / Country:
Telephone / Fax:

Mode Of Payment

- Please find enclosed a cheque made payable to EuroMaTech
 Please invoice me
 Please invoice my company as follows:

Contact Name:
Company Name:
Address:.....

Documentation

High Quality material has been prepared by the Seminar Leader for distribution to delegates. In addition, a special note pad to facilitate note taking will be provided.

Certificates

A Certificate of Completion will be issued to those who attend & successfully complete the programme.

Schedule

Our Course timings commences at 08:30 and concludes at 14:00, followed by lunch on a daily basis.

Hotel Accommodation

EuroMaTech has negotiated special rates for a limited number of rooms in the hotel. Early registration will help to secure a room at the reduced rate.

Registration & Payment

Please complete the registration form on this page & return it to us indicating your preferred mode of payment. For Further Information, Contact Your Nearest EuroMaTech Office.

Cancellation Policy

Request for seminar cancellation must be made in writing & received at EuroMaTech three weeks prior to the seminar date. A U.S.\$250/- processing fee will be charged per delegate for each cancellation. Thereafter, we regret that we are unable to refund any fees due, although in such cases we would be happy to welcome a colleague who would substitute for you.

Disclaimer

EuroMaTech reserves the right to alter the content, location of the Seminar, or the identity of the speakers in case of events beyond our control.

***VAT Announcement:** The Government of UAE have introduced Value Added Tax (VAT) on goods and services from 01-January-2018. In compliance with the legislation issued by the UAE Government, we will be applying a 5% VAT on the fees for all our programs and services offered from January 2018 as applicable and stipulated in the FTA circulars.

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