

**Register 3 or more participants and enjoy 5% discount \*Approved for SDF funding (for SMEs only)**

### Why You Should Attend This Course:

Confucius said "The weakest ink is better than the strongest memory". Written communication is very important, and you need to convey your thoughts and ideas in a clear, concise and systematic manner to your intended audience.

### Learning Outcome:

At the end of this course, YOU will be able to achieve the following:

- Use business English professionally
- Apply systematic skills to draft letters, minutes, technical and management reports, and proposals
- Get results through e-mail, agenda and memoranda

### Course Focus:

- Communication Overview
- Projecting A Positive Image with Written Communication
- Major Communication Plans
- Reader-Friendly Tools Overview
- Communication via E-mail
- Editing of Email
- Practice Using Reader-Friendly Tools
- An Effective Letter Structure
- Review of Letters
- Editing of Letters
- Letter Writing Practice
- Taking Minutes
- Methods of Reporting
- Use of Graphic Elements
- Editing

### Course Outline:

#### Day One

##### **Module One: Communication Overview**

Participants will realise the essential features of written communication:

- Building on verbal content
- Prompting feedback

##### **Module Two: Projecting A Positive Image with Written Communication**

You will learn to project a positive corporate and personal image with effective elements:

- Tactful choice of words
- Good control of correctness

##### **Module Three: Major Communication Plans**

You will learn to define:

- Four major functions of written communication
- Two major development plans

##### **Module Four: Communication via E-mail**

You will learn guidelines on the e-mail style to relate internal and external messages:

- Business-like development
- Conversational tone

##### **Module Five: Editing of Email**

You will edit your email based on the trainer's feedback.

##### **Module Six: Letter-Writing Styles**

Participants will acquire checklists for:

- Neutral and good-news messages
- Bad-news messages
- Persuasive requests

##### **Module Seven: Letter Writing Practice**

You will apply the Direct and Indirect plans to practise letter writing.

#### Day Two

##### **Module One: Reader-Friendly Tools Overview**

Based on writing samples, participants will:

- Identify six reader-friendly tools
- Practise reader-friendly tools in an exercise

##### **Module Two: Practice Using Reader-Friendly Tools**

The following practices will be reinforced:

- Simple and exact choice of words
- Coherent sentence structure
- Systematic development
- Avoid wordiness
- Reduce redundancy
- Correct agreement and tenses

**FOR LEARNING AND DEVELOPMENT CONSULTANCY AND PROGRAMME SERVICE ENQUIRIES:**

Web: [www.mis.org.sg](http://www.mis.org.sg)

Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel: 6327 7580/81/82/86

Fax: 6327 9741

### Module Three: Methods of Reporting

You will practise:

- The reporting process
- Patterns of organisation
- Use of graphic aids

### Module Four: Use of Graphic Elements

You will explore the choice of graphic elements to illustrate or summarise textual contents. You will also learn the do's and don'ts in using graphic elements.

#### Who Can Benefit?

Managers and executives who need to improve their business writing skills.

#### Trainer's Profile

**Kate Chan's** informative and motivational delivery style has appealed to audiences in Singapore, Hong Kong and the region. As a firm believer in experiential learning, she has enhanced the professional and personal development of many through engaging their active involvement. Her topics on English proficiency, business writing, presentation, customer service, interpersonal communication, corporate image, thinking on your

feet, time management, stress management and leadership have benefited professionals at organisations such as Singapore Airlines, Ministry of Defence, Singapore Technologies Group, REUTERS, UBS, Morgan Stanley, BP Chemical and the HK Trade Development Council. Kate is also a lecturer at the Centre for the Advancement of English Proficiency at the Hong Kong Baptist University.

Kate is now based in Hong Kong, her birthplace, after twenty years away in the US, Canada, Europe and Singapore. She currently divides her time between Hong Kong and Singapore where she operates her training consultancy. Her background as international marketing manager, research consultant, language programme designer and official translator has enabled Kate to relate well to various individual needs that exist in different corporate environments.

Kate offers her training topics in English, Cantonese, Mandarin and French. She majored in English at McGill University and did her postgraduate studies in Translation at the Université de Montréal and Université Sorbonne.

**Date:** 11 & 12 Aug 2008

11 & 12 Dec 2008

**Time:** 9.00am – 5.00pm

**Venue:** 99B Amoy Street

**Course Fee:**

- S\$820.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 10% discount

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# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg](http://www.mis.org.sg) or fax form to 6327 9741

Register for **3 participants**  
or more and enjoy  
**5% discount!**

### Business Writing for Impact and Results

*\*Approved for SDF funding (for SMEs only)*

11 & 12 August 2008     11 & 12 December 2008    9.00am to 5.00pm each day

S\$820 (subject to prevailing GST charges) Includes lunch and refreshments

Participant(s) Name	Designation	E-mail	Contact No.	Fee
1)				
2)				
3)				
4)				
5)				
Sub-Total				
GST				
Total Amount Payable (including GST)				
Company:				
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member		
Address:				
Contact Person:	Designation:			
Tel:	Fax:			
E-mail:				

### Administrative Details

#### Registration & Payment

A place will be reserved for you upon receipt of your registration. A confirmation will be sent to you via email 2 weeks before course commencement. Please send your payment to us when you receive our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore Training Centre" with the invoice no. indicated at the back of the cheque.

#### Marketing Institute Members' Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 10% discount on all Executive Development Programmes. For membership enquiries, please email: [membership@mis.org.sg](mailto:membership@mis.org.sg)

#### Group Discount

Companies will be entitled to a 5% discount for sending a group of 3 or more participants to the same course on the same date.

#### Course Venue

All public learning courses will be held at 99B Amoy Street, Singapore 069919 unless otherwise stated.

#### Withdrawals

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for withdrawal or no-show on the course commencement date. Replacements from the same company are allowed.

#### Cancellation

Marketing Institute of Singapore Training Centre reserves the right to change or cancel the training course due to unforeseen circumstances.

#### Custom-Design Training Courses

Courses can also be custom-designed to match your department or organisation's specific training requirements. Please contact us for further enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7582/83.

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