

CERTIFICATE IN PROFESSIONAL BUSINESS WRITING

20th - 21st November 2024

19th - 20th February 2025

Kuala Lumpur (In Person) / Online Training

Major Benefits of Attending

By attending this executive training, you will be able to

- **IDENTIFY** your writing challenge vis-à-vis your communication style
- **ADAPT** to communication styles and tailor your messages appropriately for different audiences and purposes
- **ANALYSE** the audience and strike the right balance between formal and conversational tones
- **DEVELOP** techniques to write professionally for clarity, conciseness and evocatively
- **ORGANIZE** your ideas and structure the presentation based on audience needs
- **DESCRIBE** with simplicity and elegance using different sentence structures to vary tone
- **STRUCTURE** your writing logically
- **EDIT** and **REVISE** a document
- **PROOFREAD** a document for grammatical errors, spelling, and punctuation

Course Methodology

Client has the option to choose to participate either below method.

Online Training : This course will be conducted via Zoom.

Kuala Lumpur Hotel: This course will be conducted at the hotel with the trainer on site. Participants will need to bring their own laptop. Lunch/Dinner and 2 networking breaks will also be provided.

Why you Should Attend?

"Professional Writing Mastery" is not just a course; it's a transformative experience that empowers participants to elevate their written communication to new heights, leaving a lasting and positive impression in their professional endeavours.

In this intensive 2-day training program, you will gain the techniques that delves into the nuances of professional writing. This program emphasizes the integration of effective communication styles to create a lasting impact.

From structuring content to tailoring tone, you will reflect on your communication style and explore essential elements of professional writing, engaging in hands-on exercises to reinforce key concepts for you to craft excellent business documents.

Who Should Attend?

This course has been designed for:

- ✓ Business Professionals who can improve their Reports, Business Cases, and Other Business Documentation
- ✓ Technical People/Specialists who need to Write Reports for Non-Technical Readers
- ✓ Sales Staff Responsible for Preparing Proposals
- ✓ Anyone else looking to Improve their Business Writing Skills

Organized by:



For more details, contact hello@fdb.sg

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