

Effective Business Writing

Objectives:

Upon successful completion of this workshop participants will be able to:

- Select appropriate tone, style relevant to the nature of professional business writing.
- Communicate clearly and effectively using letters, emails, faxes and memos.
- Plan effective and organized short and long reports.
- Write professional CV and cover letter.
- Write proposals

Contents:

Characteristics of Business Writing

- Organization Style
- Seven C's
- Tone
- Language

Writing effective professional business correspondence

Letter writing

- Guide lines for writing professional business style letters.
- Paragraph organization
- Different types of business letters.
- Hands on experience and case studies

E mails

- Guide lines for formal and informal e mails
- Punctuation
- Paragraph organization
- Hands on experience and case studies

Faxes

- Format
- Punctuation
- Paragraph organization
- Hands on experience and case studies

Memos

- Memo plan
- Punctuation
- Paragraph organization
- Commonly used memos
- Hands on experience
- Hands on experience and case studies

Writing Business reports

- Guide lines for writing business reports
- Elements of effective business reports.
- Designing and planning reports
 - Informal reports
 - Formal reports
- Types of reports
- Guide lines for long reports
- Hands on experience and case studies

Writing professional resumes

- Essentials for writing professional resumes
- Cover letters
- Hands on experience

Target group:

This course is intended for all levels of employees and anyone who wants to master his writing skills in business correspondences

Language:

- The materials for the trainees will be in English.
- The language of instruction should be in English/Arabic.