

Effective Email and Report Writing Thru Mastering Business Grammar

**AN INTENSIVE COURSE FOR BUSY PROFESSIONALS
TO IMPROVE WRITING and GRAMMAR**



100% HRDF CLAIMABLE

*Checkout the latest dates and training venues on <http://www.itrainingexpert.com/Training-Calendar-2012/>

PROGRAM OVERVIEW

How you write and what you write can greatly influence and motivate your target audience, be it your clients, customers or the top management. The power of effective written communication can contribute significantly to organisational productivity, efficiency and success in today's rapidly changing business world.

This course is an INTENSIVE REFRESHER course structured to be very practical and applicable to your business environment.

WHO SHOULD ATTEND

This training workshop is specially designed for Executives, Managers or Section Heads, or anyone who does a lot of e-mail correspondence at work.

COURSE OUTLINE

DAY 1: 9.00am – 5.00pm

MASTERING GRAMMAR IN WRITTEN ENGLISH IN REPORTS, EMAILS & LETTERS GRAMMAR- PARTS OF SPEECH THAT YOU HAVE TO KNOW

- Parts of Speech
- Verbs (Tenses) Present/Past/ Continuous/ Past Participles
- Passive Voice
- Subject Verb Agreement
- Common Errors in Grammar (at workplace)

LATEST BUSINESS WRITING FORMAT & TREND

- The 3 golden rules of effective writing
- Adopting the ABC of Business Letters - Active, Brief & Concise

WHAT IS EFFECTIVE AND SIMPLE WRITING?

- E-mails & memos
- Enquiry & Reply Letter
- Collection Letter
- Complaint & Reply to Complaints
- Business Report

KNOW WHERE YOU'RE TAKING YOUR READERS- THINK LIKE THEM

- Presentation Of Business Letters – Layout- Fully Blocked Style
- Part Of A Business Letter
- Structuring A Business Letter – 4 Step Plan

USE SIMPLE, CLEAR AND CONCISE LANGUAGE – GET RID OF OLD-FASHIONED AND WRONGLY USED LANGUAGE

- Be polite and considerate
- Get rid of Old-fashioned expressions & rewrite in plain simple English
- Go straight to the point
- Use compelling words
- Use active verbs instead of passive verbs

ORGANISE TO HELP YOUR READER UNDERSTAND

- Content Organisation Method
- A Structured Guideline For Business Letters
- A Structured Guideline For Reports

DAY 2: 9.00am – 5.00pm

CHOOSE THE RIGHT TONE THAT PRODUCES THE INTENDED RESULTS

- Writing to Superior
- Writing to Peers
- Writing to Customers

EDIT, REWRITE AND REFINE FOR CLARITY

- Spot of mistakes in tone
- Check for appropriate content
- Proof read grammar before you send the document.

PUTTING IT TOGETHER – ASSESSMENT

Final assessment on several functional reports/ email and business correspondence.

Feedback on what participants have learnt and how the skills can be applied at their workplace

METHODOLOGY

Highly practical and interactive group & individual exercises will be used to ensure the participants get sufficient practise and exposure.

TESTIMONIALS

What Past Participants say...

“Good training, interactive course and knowledgeable instructor” CTRM Aero Composite, Noraskihin

“I feel more confident after the course”, Abu Sabri, Material Engineer, Melaka.

“Sue is very experience and I love the way she trains—systematic, interesting and effective”, Shahrom, Petronas.

“Sue’s course is practical that I learned so much in such a short time. Now I am more confident in sending out my written correspondence.” Monash University

“You really made Business Writing so simple and easy to master! Thanks!” MBF Cards, Telesales

INVESTMENT (PUBLIC PROGRAM)

SPECIAL PRICE: RM 1790.00 per delegate

Group Registration: RM 1690.00 per delegate for a minimum of 3 participants register together.

(Fee inclusive of Buffet Lunch, Refreshment, Training Materials, Bonuses and Free Resources as promised, Certificate of Achievement)

TRAINER PROFILE

Ms SUE MICHELLE BOEY is a Master Trainer with more than 13 years of experience in training and consulting business. Prior to starting her own businesses, she has worked in the UK, Australia and with the Malaysian government. Sue is a certified Practitioner of NLP (US) and approved PSMB trainer. She is a master training in Train the Trainer – Coaching & Delivery, Business Writing & Technical Report Writing for Engineers & Technical Personnel, Leadership Within, Creativity & Practical based Problem Solving.

Sue is an English specialist who trains a range communication programs based on her wide exposure to various industries. She is trained as an English teacher in English's oldest teacher's training university college in south-west of London. She also has a M.A. Linguistics. She is also a certified Master Class Trainer and certified practitioner of Neuro-Linguistics Programming (NLP-US).

Sue was formerly a Head teacher, lecturer and Program Director in both government and private institutions. Later, she joined the corporate world and gained experience in managing and training in industries such as Heavy Equipment, Property Development, Hospitality and Multi-Level Marketing companies.

Sue is passionate about inspiring lives and transforming people. Because of the dedication, she is well-known for her highly-charged, energetic and power-packed training sessions. Among her most popular courses are in the areas of English for Work, Business Communication & Writing, Supervisory Development Programs, Technical Report Writing, Technical English & English For Specific Purposes (ESP), Leadership Development Programs, Peak Performance for Leaders, Superior Customer Service, Train-the-trainer, Business Communication, Team Building, Telephone Skills, Unleashing the Leadership Within & Life Directions.

To date, Sue has trained more than 20,000 people from 50 multi-national companies both locally and in the Asia Pacific region. She has also designed, trained and developed programs from the senior management to other levels. She trains in Malaysia, Singapore, Indonesia, Vietnam, China and Australia.

Her quest for continuous Human & Talent Development promises highly energizing and power-packed training style. She helps clients transferring knowledge into ready-to-use skills. Her famous quote: "My sessions are very practical. Give me the day and I will transfer all that knowledge for the day right into your skin. So by the end of your training with me, you walk away having the skills 'installed' into your system!"

Sue is extremely creative, dynamic, inspiring and versatile trainer who has fantastic rapport with her audience. Sue always receives rave reviews and excellent ratings from the participants she trained. She achieves this by ensuring her training is relevant, highly interactive, exciting, stimulating and inspiring - made fresh with new ideas & concepts.

CONDUCT TRAININGS OFFSHORE



Sue is the first language specialist awarded training contracts to conduct Technical Writing & Communication based trainings offshore. Sue has valid BOSET license and trains MVOT-MISC, Talisman offshore crew in international waters. Through direct exposure to the oil and gas documents and experience working with the oil and gas engineers, Sue gained insights and realised the importance of the written documents for the oil & gas as well as the maritime industry. She aspires to share with participants how to write good reports or winning proposals and present confidently.

Sue is also a regular columnist/ writer for The Star Publications since 2006.

Among the thousands of participants whom she has trained, they are from

OIL & GAS/ ENERGY

PETRONAS
MTBE
Malaysia Vietnam Offshore Terminal
(MVOT-Talisman Project)
PETRO VIETNAM
MISC
TECHNIP BHD
Petra Energy
Transwater Tenaga
Transwater API
Oceancare (Sawarak)
Telekom Malaysia
Laku Management (S'wak)

AEROSPACE & AVIATION

CTRM Aero Composite
CTRM System Integration
AIROD
Aerokleen
MAS Airlines

HOSPITALITY

Parkroyal Hotels & Resorts
Maya Hotel
GTower

INVESTMENT & BANKING

Khazanah National Treasury
Bank Negara Malaysia
Maybank Assurance
OCBC Bank
Bank Simpanan Nasional (BSN)
Affin Bank
MBF Cards (Malaysia)
NFIA (Netherlands Foreign Investment Agency)

PUBLIC SECTOR

Office of Prime Minister of Malaysia
DBKL (Dewan Bandaraya Kuala Lumpur)
MOSTI (Ministry of Science, Technology & Innovation, Msia)
SIRIM QAS
JKR
Sarawak Forestry

NON PROFIT ORGANISATION

UNICEF

TRAVEL

Holiday Tours & Travel

HEAVY EQUIPMENT

Sime Darby Industrial
Tractors Malaysia
Tractors Academy
Columbia Chrome
Scania (Malaysia)
Kubota
Auto Bavaria
Land Rover
Naza Kia

IT SOLUTIONS

DHL Asia Pacific Solutions
Mesiniaga Berhad
KKIPC (Sabah)
Macroiosk
Cradle Fund
Red Hat Asia Pacific Pte Ltd

HEALTHCARE

Columbia Asia
KPJ Health

PORTS

Westport

CONSTRUCTION

UEM Builders
Selangor Dredging Bhd
BOLTON Berhad
SUNWAY BERHAD
MNRB
MRCB
Ban Lee Hin Engineering

UNIVERSITIES

Monash University
Taylors University
Multimedia University
UCSI Education
CIMA (Chartered Institute of Mgmt Accountants)
Era Technology College
University Kebangsaan Malaysia
INTI University College
Lilama Technical & Technology College (Vietnam)
No 2 Transport & Technology College (Hanoi)

FOREIGN

LG SHAKER – Kingdom of Arab Saudi

INSURANCE

Great Eastern Bhd
Axa-Affin Insurance
Tokio Marine
MBF
MAA
ACE Synergy Insurance Bhd
Prudential

MEDIA & BROADCAST

ASTRO
ASTRO AWANI
TV3
THE STAR
NSTP
GROUP M
MINDSHARE

CONSUMERS

Danone Dumex
F1 Recreation
Yakult
TESCO Stores (M) Sdn Bhd
DKSH
SAWARAK PALM OIL
FJ Benjamin
Healthy Way (M) Sdn Bhd

MANUFACTURING

Vacuumschmelze M'sia
Prosonic Bhd
Accustech Bhd
KK Metal Processing
Green River Wood
O'Connors Engineering
MACFOOD / Keystone
Panasonic
YLI Industries
BRISTOL Sdn Bhd
Toyoink Sdn Bhd
AUO Sunpower (Melaka)
UPECA Engineering Sdn Bhd
HACO Swiss
Pantech Group Berhad
Pantech Steel
Bridgestone Sdn Bhd
Sime Continental Tyres
Stenta Films Sdn Bhd
Rotork Actuation
Sheild Glove Sdn Bhd
Lamatiles Works
SOCMA Trading
AMM Industrial Equipments (M) Sdn Bhd
Advantec Marketing

REGISTRATION FORM

TRAINING REGISTRATION FORM (PUBLIC PROGRAM)																								
Upon submission of this registration form, you undertake the Registration Policies and have read and understood the terms and regulations.																								
Registration date: _____																								
Training Programme Title: _____																								
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Fee per pax (RM): _____ Total (RM) _____																								
Meal preference: <input type="checkbox"/> Vegetarian <input type="checkbox"/> Normal																								
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1. <i>Quotation and Invoice will be issued for your payment. Please make cheque payable to: THE ENGLISH EXPERT PUBLISHING AND TRAINING. Bank into Maybank Account 5128 5700 6541. Email or fax the payment slip back to us for confirmation.</i>																								
2. <i>We reserve the right to change the date or venue, and to cancel the training program should circumstances beyond our control arise. We shall inform participants of the changes.</i>																								
3. <i>The course offered is SBL claimable under HRDF.</i>																								
4. <i>By submitting the registration form, you have fully read and understand the policy stated.</i>																								
PLEASE FAX THIS FORM TO +603-8070 4164 or email to info@itrainingexpert.com																								
For enquiry, please contact us at +603 8075 9056																								



CANCELLATION OF REGISTRATION POLICY

Should you wish to cancel your registration, a request should be sent to info@itrainingexpert.com stating your name, organization, contact details (postal and email address, telephone and fax numbers), and your registration reference number.

- All cancellations will incur a 10 per cent administration fee
- Cancellations made less than seven working days before the training event will not be eligible for a refund.
- For cancellation in writing (letter/email) in more than 14 days prior to the training we will prepare a full refund.
- If you cannot attend an event, you can nominate a substitute at any time without payment of an administration fee.

PROGRAM POLICY

Please note that consultant and topics are confirmed at the time of publishing. However, should circumstances beyond the control of the organizer may occur, we reserve the right to alter or modify the advertised speakers/ topics/ dates if necessary.

PAYMENT DETAILS

Payment is required within 14 days upon receipt of the invoice. All payment must be before to the training date. Confirmation letter will be issued to participants once payments have been received. All payments must be banked into the organiser's bank account and email or fax payment slip as proof of payment.

For late payment, we will start charging a 10% interest for payment not received 7 days after the completion of the program.

ORGANIZER'S RIGHT TO CANCEL OR RESCHEDULE

We reserve the right to cancel or reschedule any program or course. In the event that, the organizer cancels a program or course, a full refund of the amount paid for the program or course will be issued or applied as a credit toward a rescheduled program or course.

We cannot and do not assume responsibility for any other costs (i.e. non-refundable airline tickets or hotel reservations) or damages (including consequential, exemplary, incidental, or tort damages) or for any lost profits resulting from the rescheduling or cancelling a program or course.

Email to info@itrainingexpert.com with any questions or concerns.