Introduction

This comprehensive writing program will help you write the letters, emails and reports that are so important to your career. Whether you are writing an email message to a co-worker or responding to an important customer, this workshop will equip you with the techniques of good writing and help you choose an appropriate format, style and tone to enhance your writing skills. “Writing it Right” will show you that modern business writing should not be difficult and a chore. Numerous samples, examples and case-studies which are simple and concise, will give participants renewed confidence in their ability to write effectively and convincingly.

Learning Objectives

On completing this program, participants will

- Identify formats of common type of writing and be able to write clear and grammatically correct emails, letters and memos
- Organize their thoughts and write effectively
- Tailor their messages to their audience
- Capture the reader’s attention upfront
- Make a positive impression with their writing
- Use the right tone and style when writing
- Learn how to respond to complaint letters/emails

Course Outline

INTRODUCTION

- The styles and approaches to business writing
- Business letters presentation format
- Understanding the rules of open punctuation
- Business language Today
- Modern day business writing vs. older form of business writing

BASIC ELEMENTS IN WRITING EMAILS

- Fundamentals of good business writing
- Remembering the ABCs of effective writing
- The KISS Methodology
- Concise writing techniques
- Understanding and using tone effectively in writing
- Sentence construction style and structure
- Using the Active and Passive voice
- Paragraphing styles and rules
- Emphasizing key thoughts with sentence style

EMAIL TECHNIQUES

- Characteristics of emails
- Ways to improve your email readability
- When to email and when not to
- Better email writing techniques
- Proper email etiquette and techniques
Writing It Right!
By Caroline Josephine Dawson

Course Outline

EFFECTIVE ORGANISATION AND PLANNING

- The Five W’s of Planning
- Seven Steps to Successful organization
- Successful Structuring Techniques for writers
- The four point plan for organizing your writing

WRITING TIPS AND TECHNIQUES

- Techniques for responding to difficult letters
- Writing the response to the letter of complaint
- Managing your tone and avoiding legal liabilities
- Useful phrases and terms to use when writing to customers

METHOD OF INSTRUCTION
Highly participative and interactive consisting of discussions, case studies, practical work, critique sessions and small group work.
Writing It Right!
By Caroline Josephine Dawson

ABOUT THE TRAINER – MISS CAROLINE JOSEPHINE DAWSON

Caroline Josephine Dawson holds a Master of Arts degree in Mass Communications from Nanyang Technological University (NTU), Singapore. She has more than 12 years of invaluable experience as an Editor of lifestyle and technical publications and 10 years teaching business management, environmental and soft-skills communication.

During her numerous corporate exposure with local and foreign participants, Caroline has provided counselling and coaching services to many multicultural individuals and teams while also mentoring fellow educators in developing their professional skills.

Caroline’s wide ranging expertise in the field of communication and management is just one half of the equation as her focus lies in the other where corporate education must always serve the business need and that any development intervention is an investment that must deliver a return. In this respect, Caroline uses a combination of tailored activities and has mastered the art of utilising pedagogical methods with minds! Her pragmatic real world approach ensures that she understands and responds to the real pressures and issues faced by adult learners especially. By closely observing and identifying individuals with special learning needs, she has maintained that experiential, innovative teaching methods and highly interactive curriculum are key motivational factors that enhance one’s communication and personal development skills.

Caroline is the Second Deputy to the International Women’s Federation of Commerce and Industry (Singapore), Advisor to the SMGM Foundation, India and Member of the Business and Professional Women’s Association (S) 3rd Chapter and Society of Singapore Writers where she lectures on effective business writing, management and communication skills. She has attained the Diploma in Teaching English to Speakers of Other Languages (TESOL) certification through the London Teacher Training College and also teaches English as a foreign language. Caroline is also an MBTI®, DISC and Enneagram Accredited Administrator and she has administered the tools to top level managers and supervisors on managing their leadership styles and team members affectively. Her academic qualifications and wide ranging expertise in the field of communication will certainly enrich the training and coaching programs she conducts.
Writing It Right!
By Caroline Josephine Dawson

Date: 4th June 2014, 9am – 5pm
Venue: TBA
Fee: [ ] S$650 (before GST) for D&B Subscriber [ ] S$750 (before GST) for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 4th May 2014 to receive a 10% off regular fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee

Fax the completed registration form to 6226 0178

Participant(s) Information

Name 1: ___________________________________________ Job Title: _______________________________
Email: ___________________________________________ (DID): _______________________________

Name 2: ___________________________________________ Job Title: _______________________________
Email: ___________________________________________ (DID): _______________________________

Name 3: ___________________________________________ Job Title: _______________________________
Email: ___________________________________________ (DID): _______________________________

Company’s Information

Name of Company: ___________________________________________
Address: ___________________________________________ (Postal Code) ________________
Telephone: ________________________________ Fax: ________________________________
Liaison Officer: ___________________________________ Job Title: _______________________________
Email: ___________________________________________ (DID): _______________________________

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Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received.
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges (only applicable to cheque or credit card payment). No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. For D&B subscribers opting to pay through D&B subscription units, deductions would be made upon receipt of completed registration form. In the event of any postponement/cancellation of seminar by D&B; or withdrawal from seminar by participant(s), units deducted would not be credited. However, a replacement of seminar (of same value) would be given and to be utilized within 6 months.
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5. D&B reserves the right to change venue due to unforeseen circumstances.