

Effective Business and Email Writing

商務文件及電郵寫作技巧

MEDIUM : English / Cantonese

COURSE CODE : EBEW

DURATION : 1 Day

FEE : HK\$3,480

EARLY BIRD : HK\$3,180

15 Nov, 2018 (Thu)

To be successful in writing means building rapport with your readers and getting results. To be persuasive, you will develop a reader-focused style in structure, content and language. The takeaways in this programme include:

- Overcome challenges in writing
- Know the process for continued improvement
- Sharpen a reader-focused structure
- Adapt style to suit different levels of readers
- Use an efficient email/letter template to engage reader's commitment to action
- Learn templates for progress and analytical reports
- Build rapport with a balance of facts and tact
- Develop a clear, concise and correct language

Who Should Attend This course is designed for those who would like to achieve high performance via their email, letters and reports.

Methodology The programme enables the participants to maximize hands-on learning. Participants will submit a writing sample to the trainer before the programme. In the programme, they will receive **coaching** on how to enhance their writing with the training concepts.

Training Activities *Practice with templates, Evaluation questionnaires, Discussions. Case studies, Lecture and Coaching.*

Course Outline

1. Features of Written Communication

- Learn how to overcome the lack of visual and vocal communication in writing
- Review how to address the readers' needs based on a reader survey
- Identify personal enhancement

2. Adapt Style to Suit Different Readers

- Understand the reader's needs
- Be aware of the most effective structure
- Adapt language style to connect with audience

3. Project a Positive Corporate Image and Personal Image with Written Communication

- Be reader-focused
- Be solution-focused
- Balance facts and tact

4. Power Up Your Email/Letters

- Practise result-oriented and easy-to read email and letter templates
- Get to the point and get attention
- Write in an interactive and refreshing language

5. Professional Language with 6Cs

- Clear words and sentences
- Correct grammar
- Concise expressions
- Courteous tone
- Complete content
- Concrete meaning

6. Email/ Letters Practice and Coaching

- Enquiries
- Negotiation
- Updates
- Replies to complaints

COURSE ARRANGEMENTS

Week	Course Date	Course Title	Course Code	Duration (Days)	Fees* (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline	Medium of Instruction
November 2018								
2	Nov-13	Creative Thinking and Innovation	NEW CTI	1	HK\$3,480	HK\$3,180 Oct 19, 2018	Oct 24, 2018	C/E
	Nov-14	Persuasive Presentation Skills Workshop	PPSW	1	HK\$3,480	HK\$3,180 Oct 19, 2018	Oct 24, 2018	C/E
	Nov-15	Effective Business and Email Writing	EBEW	1	HK\$3,480	HK\$3,180 Oct 19, 2018	Oct 24, 2018	C/E
	Nov-16	Time and Task Management	TTM	1	HK\$3,480	HK\$3,180 Oct 19, 2018	Oct 24, 2018	C/E
3	Nov-23	Key Account Management	NEW KAM	1	HK\$3,480	HK\$3,180 Oct 26, 2018	Oct 31, 2018	C
4	Nov-28	Influential Leadership Workshop	ILSW	1	HK\$3,480	HK\$3,180 Nov 2, 2018	Nov 7, 2018	C/E
	Nov-30	Problem Solving and Decision Making	PSDM	1	HK\$3,480	HK\$3,180 Nov 2, 2018	Nov 7, 2018	C/E
December 2018								
1	Dec 4-5	Project Management Workshop	PMW	2	HK\$6,480	HK\$5,980 Nov 9, 2018	Nov 14, 2018	C/E
	Dec 6-7	Innovation 123	NEW IN123	1.5	HK\$5,380	HK\$4,980 Nov 9, 2018	Nov 14, 2018	C/E
2	Dec-10	Coaching and Motivating your Work Team	NEW CMWT	1	HK\$3,480	HK\$3,180 Nov 16, 2018	Nov 21, 2018	C/E
	Dec-11	Personality Styles and Team Communication	NEW PSTC	1	HK\$3,480	HK\$3,180 Nov 16, 2018	Nov 21, 2018	C/E
	Dec-12	Corporate Image + Business Etiquette	CIBE	1	HK\$3,480	HK\$3,180 Nov 16, 2018	Nov 21, 2018	C/E
	Dec-13	Consultative Selling Skills	NEW CSS	1	HK\$3,480	HK\$3,180 Nov 16, 2018	Nov 21, 2018	C

C = Cantonese, E = English

TIME: 9:00 am - 5:00 pm daily **VENUE:** Regal Hongkong Hotel, Causeway Bay, HK.

*** Fees include refreshments and buffet lunch**

PAYMENT AND CONFIRMATION:

- Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

CANCELLATION AND SUBSTITUTION POLICY:

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

ATTENDANCE CERTIFICATE:

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:

Please visit our Website at www.celhk.com or telephone Ms Mak at 2838 1182 to inquire the above.

Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.

ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

Company Name :

Address :

Contact Person : (Mr / Ms) **Job Title :**

Direct Line : **Email Address :**

Mobile : **Fax :**

Authorized Person : (Mr/Ms)

Job Title : **Direct Line :**

Signature : **Date :**

Cheque enclosed for HK\$

Please note seminar fees are payable in advance

Made payable to **Communications Engineering Ltd.**
Please tick (✓) if you require a receipt

BY PHONE:
Call Miss Mak at:
2838-1182

BY POST TO:
Communication Engineering Ltd.
Room 903, Connaught Commercial Building,
185 Wan Chai Road, Wan Chai, Hong Kong

BY FAX:
Send enrolment form above to
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2838-7122

BY EMAIL:
cel@celhk.com