

# Effective Business and Email Writing

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
<b>November 2018</b>								
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
<b>December 2018</b>								
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](http://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  
our FAX at number:  
**2838-7122**

**BY EMAIL:**  
[cel@celhk.com](mailto:cel@celhk.com)