

Persuasive Proposal and Report Writing

MEDIUM : Cantonese / English
FEE : HK\$3,480

COURSE CODE : PPRW DURATION : 1 Day
EARLY BIRD : HK\$3,180

9 Dec, 2016 (Friday)

Raise readability and persuasion through a sharp focus to get attention and buy-in

Professionals constantly compete for their readers' attention to engage their interest and to influence their decisions. The more time professionals invest in writing, the more they want to master the skills to add impact and to drive results. The workshop aims to elevate their skills in the following aspects:

1. Sharpen the reader-focus with 3Ps – Plan, Process and Polish
2. Grab the reader's attention with the key message
3. Be accurate in content selection and language style
4. Master the executive summaries
5. Build logical linkage in the content
6. Be clear and concise in language
7. Give persuasive analysis to influence decision
8. Learn editing techniques

Methodology

A. Pre-Workshop Phase

Each participant will submit a writing sample to the trainer before the workshop. The trainer will offer coaching remarks on the samples.

B. Workshop Activities

Lecture, Exercises, Case studies, One-on-one Coaching

Course Outline

1. Going the Extra Mile

The trainer will give an overview on:

- The objective of adding value to writing
- The review of the current writing standards
- The takeaways in the workshop

2. Be Reader-Focused

The participants will *review case studies* to realise ways to grab the reader's attention with the WII-FM (What's In It For Me) principle:

- Get to the point by addressing the reader's needs
- Learn creative methods to hook reader's attention
- Apply the learning in proposal and report writing

3. Practise the Three P Writing Steps

The participants will be aware of how to stay reader-focused with:

- Planning the key message
- Processing the well-selected content
- Polishing content selection and language style

4. Mind Map Relevant Content

The participants will learn mind mapping to be systematic in:

- Getting started on the framework
- Selecting relevant content
- Grouping related content

5. Create a Coherent Flow with a Template

The participants will follow a recommended template to categorise three (3) classes of information:

- Must know
- Important to know
- Nice to know

6. Sharpen the Executive Summaries

The participants will do *case studies and exercises* to practise:

- Executive summaries
- Internal summaries

7. Coaching on Writing Samples

The participants will discover how to apply the day's learning through:

- Reviewing the coaching remarks on their writing samples submitted before the workshop
- Editing the writing with coaching from the trainer
- Presenting the edited samples

8. Influence Decisions with Analytical Input

The participants will learn how to deepen their analysis to influence decisions:

- Cause and effect
- Psychological progression
- Benefits

9. Integration Exercise

The participants will do an *exercise* to apply the workshop learning

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 2016								
2	Nov-09, 2016	Handling Difficult People	UPDATED HDP	1	HK\$3,480	HK\$3,180 Nov 11, 2016	Nov 16, 2016	C/E
	Nov-10, 2016	Effective Business Writing	EBW	1	HK\$3,480	HK\$3,180 Oct 14, 2016	Oct 19, 2016	C/E
3	Nov-16, 2016	Leadership Skills Workshop	LSW	1	HK\$3,480	HK\$3,180 Oct 21, 2016	Oct 26, 2016	C/E
	Nov-17, 2016	Communication Skills for Technical Professionals	CSTP	1	HK\$3,480	HK\$3,180 Oct 21, 2016	Oct 26, 2016	C/E
4	Nov-22, 2016	Persuasive Presentation Skills Workshop	PPSW	1	HK\$3,480	HK\$3,180 Oct 28, 2016	Nov 2, 2016	C/E
	Nov-24, 2016	Win-Win Negotiation	WIN	1	HK\$3,480	HK\$3,180 Oct 28, 2016	Nov 2, 2016	C/E
	Nov-25, 2016	Mediation Skills to Handle Conflicts and Complaints	NEW MSHCC	1	HK\$3,480	HK\$3,180 Oct 28, 2016	Nov 2, 2016	C/E
5	Nov-29, 2016	People Interaction in Project Management	NEW PIPM	1	HK\$3,480	HK\$3,180 Nov 4, 2016	Nov 9, 2016	C/E
	Nov-30, 2016	Nurturing Your Team	NEW NYT	1	HK\$3,480	HK\$3,180 Nov 4, 2016	Nov 9, 2016	C/E
DECEMBER 2016								
1	Dec-05, 2016	Problem Solving and Decision Making	UPDATED PSDM	1	HK\$3,480	HK\$3,180 Nov 11, 2016	Nov 16, 2016	C/E
	Dec-6-7, 2016	Project Management Workshop	PMW	2	HK\$6,380	HK\$5,880 Nov 11, 2016	Nov 16, 2016	C/E
	Dec-09, 2016	Persuasive Proposal and Report Writing	NEW PPRW	1	HK\$3,480	HK\$3,180 Nov 11, 2016	Nov 16, 2016	C/E
2	Dec-14, 2016	Professional Customer Service Skills	NEW PCCS	1	HK\$3,480	HK\$3,180 Nov 18, 2016	Nov 23, 2016	C/E
	Dec-15, 2016	Achieving Task Excellence	NEW ATE	1	HK\$3,480	HK\$3,180 Nov 18, 2016	Nov 23, 2016	C/E

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

** We accept P. Cards

PAYMENT AND CONFIRMATION:

- Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment Form on this page.
- 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



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Call Miss Mak at:
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