

## Written Business Communication

**Beneath the rule of men entirely great, the pen is mightier than the sword.**

Edward Bulwer-Lytton

Effective writing is a powerful weapon. There are times when writing is the best way to communicate, and it is often the only way to get your message across. In a business environment, producing convincing written communication is essential, both internally with colleagues and externally with customers.

The objective of this course is to show participants how to produce clear and well-structured documents that communicate effectively. This course is for everyone that would like to refine their writing skills: writing emails, delivering a clear message, using “Plain English” and giving a professional impression.

The course has been broken up into four modules. Participants may select specific modules to focus on subjects of their choice, or attend all four sessions.

### Course Overview:

#### Module 1 – Morning 4 August 2010

- Writing effective and efficient emails
- Consideration of primary and secondary audiences

#### Module 2 – Afternoon 4 August 2010

- Delivering a clear message about the purpose of your communication
- Ensuring clarity in your messages
- The principles and values of Plain English
- Using an appropriate formal or informal style

#### Module 3 – Morning 10 August 2010

- Presenting a professional image in your written communication
- Using an influential and convincing style in your writing
- Consideration of the impact of your writing on ongoing business relationships
- Punctuation guidelines
- Proofreading tips

#### Module 4 – Afternoon 10 August 2010

- Typical mistakes made in business writing
- Typical mistakes made by non-native writers

## REGISTRATION FORM

Form to be completed by training department / line manager

### Written Communication 4 & 10 August 2010

I, undersigned

Name	
First name	
Company	
Position	
Telephone	
Fax	
Email	
Billing address	

register the following person/people for the above-mentioned training course :

	Name	First name	Date & Module
Mr / Mrs / Ms			
Mr / Mrs / Ms			
Mr / Mrs / Ms			
Mr / Mrs / Ms			
Mr / Mrs / Ms			
Mr / Mrs / Ms			
Mr / Mrs / Ms			
Mr / Mrs / Ms			

I have read and accept the following terms and conditions

Date and signature
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**Please return this form by fax to +352 22.55.99.99 or +352 22.06.39**

## Terms and conditions

### Fees

The rate for the training course is 400 Euro per person per day. The fee includes all supporting material, lunch and refreshments.

### Payment

The course fee must be paid in full on receipt of invoice. An invoice will be dispatched after completion of training.

### Cancellation policy

Courses that have been booked may be cancelled up to 10 business days before the scheduled date. If the course is cancelled after that time, it will be subject to a cancellation fee of 50% of the fees due up to 5 business days before the scheduled date and 100% after that time.

**fast training** reserves the right to delay or cancel training course at any time without liability. In these circumstances, participants will be offered an alternative date.

### Contact

For further information, please contact us:

Telephone: +352 22.55.99.1

Fax: +352 22.55.99.99

Email: [info@fasttraining.eu](mailto:info@fasttraining.eu)