

Presents

CONTENT AND BUSINESS WRITING SKILLS

Course Facilitator:

Sarwat Jahan

Duration:
9 hours



Date & Venue:

5 May-2016 Royal Palm Lahore
12 May-2016 Movenpick Hotel Karachi

Timings:
9:00 – 5:30

Workshop Investment
PKR 22,500/- exclusive of GST

For registration(s) send us your Participants Name,
Designation email, address & cell numbers
Also please provide us organization's NTN #

register@quickbizgroup.com

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Course Overview:

Writing is a key method of communication for most people, and it's one that many people struggle with. Writing and communication skills have degraded with more and more people communicating through email and text messaging. Developing writing skills is still important in the business world as creating proper documents (such as proposals, reports, and agendas), giving you that extra edge in the workplace.

This one-day workshop is intended to help you do the writing according to your job demands. If you are a manager at any level in business, government, or industry, you must write letters, memos, agendas, reports and Memorandum of Understanding. Whether you want to or not, you write to explain things, to smooth relationships and to convince others of the value of some course of action. Writing must be clear, concise, complete, and correct. It must also convey your message in a courteous tone. The workshop will help you to identify the range of this kind of writing, the forms it takes, and the persuasive techniques it requires.

What you will cover:

1. 7 C's of Effective Communication
2. Constructing paragraphs
3. Effective letter writing techniques and formats
4. Writing Memos
5. Business cases
6. The four stages of report writing
7. Planning reports: PAFEO
8. Editing and revising
9. Direct vs. indirect approach
10. Organizational strategies
11. Headings and subheadings
12. Format for reports
13. Reports vs. proposals
14. Steps in the persuasion process
15. Writing Memorandum of Understandings and Agreements

Who Should Attend:

Business professionals at all levels who want a quick and easy approach to understand techniques of effective business writing.

Learning outcomes:

Upon course completion, participants will be able:

- To learn the value of good written communications.
- To prepare reports, memos, letters and proposals that inform, persuade, and provide information
- To identify your reader's needs and expectations to establish the purpose and focus
- To organize ideas and generating content.
- To learn how and when to use the appropriate tone, persuasion and positive and negative words
- To know the techniques for editing and proofreading the final version.
- To develop paragraphs that introduce, connect, develop, and conclude some part of an idea
- To learn how to proofread your work so you are confident it is clear, concise, complete, and correct
- To provide an opportunity to apply these skills in real work applications.

Course Facilitator:

Sarwat Jahan



Is multitalented and Multidimensional professional, enriched with high quality Communication skills and flawless grip over audience interaction. She is skillful presenter, Organizer and versatile public speaker.

She is currently associated with various academic and training agencies – in Pakistan and UAE. Associated to the world of Education consultancy, teaching and training for nearly a decade now, she has changed lives of thousands of students and professionals. A knowledgeable and informative trainer – interaction based learning guru – participative and interactive speaker – keeps audience alive, active and on their toes.

Sarwat possesses cross-platform teaching and training experience and solid understanding of a diverse range of training methodologies in Key Soft Skills Trainings, Business Etiquettes, Self-Management Skills, Marketing & Management, Relationship Building, Business Correspondence, Letter & report writing trainings, Train The Teacher programs, Innovative Personal Grooming Solutions and Development of Students' Communication Programs in liaison with HEC and training agencies.

She is MBA with bi-majors-Marketing & Human Resource Management, and M.Phil. in Marketing. Currently, she is a PhD candidate completing her Doctorate degree in Marketing.

Sarwat's core training expertise

- Tools of Personality Development
- Sessions on Presentation Skills & Public Speaking Skills
- Traits of winner and loser-Motivational Sessions for youth & Corporate
- Importance of Non-verbal cues for professional success
- Business writings-Letters, Memo, Report-writing
- Career Counseling & Development Projects
- Sessions on "Effective Communication skills"
- Importance of Books & Women Education (AAJ TV)
- Professional English Language Training
- Sessions on "Professional CV writing skills"
- Trainings on Leadership Essentials
- Secrets of Success
- Workshops on Writing Skills
- Content writing (Academic and Marketing)
- Women Empowerment, Education & Safety issues
- Sessions on TV channels (Topics included 'Importance of Books', 'Prepare for job interview', 'Tips on Resume writing', 'Creating 1st impression')

List of Clients:

Sarwat has the privilege of working with renowned accounts. Some of the clients are mentioned below in the list:

- Geo Chem, Dubai-Middle East
- Excellist Training, UAE
- Train the teacher programs for Ajman Modern School
- MCTM Training Dubai
- BLS Accountants Dubai
- Mystery Shopping services for Urban Sole & Chase departmental stores
- ARY Digital-TV channel, Pakistan
- Aaj TV,-TV Channel, Pakistan
- Business Plus, TV Channel Pakistan
- Shaheen Airlines
- Samba Bank
- Afroz Textiles
- Manhill Advertising
- Iqra University, Main campus, Karachi
- Indus University, Karachi
- Isra University, Hyderabad
- Szabist University
- Adamson Institute of Business Administration
- University Of Karachi
- Star group of Companies
- Galaxy of Leaders
- TIC (The Impetus Consultancy)
- The Brand Consultants-Middle East
- World Memon Organization, Dubai, Youth Wing
- Faran Publications
- APMF
- Dawood Public O' Level School

