

# EFFECTIVE LETTER & EMAIL WRITING FOR BUSINESS



Approved Training Provider



## ACT NOW!

LIMITED TO 20 SEATS ONLY

### Objective

At the end of this programme trainees will be able to ;

- Design clear and concise messages in letter and email
- Structure information logically for the reader
- Influence and persuade readers to take the action required
- Hone the skills of writing business letters and email

### Content Outline

- 1) The ABC of Writing
- 2) Laying the foundation
- 3) Structure your writing
- 4) Develop your writing style
- 5) The tool for writing
- 6) Honing your skills
- 7) Editing for content and structure
- 8) Proofreading the final draft

### FACILITATOR



#### Nancy Ong Chen Gan

MBA (Strathclyde, U.K.), Dip. in Banking (U.K.), TESOL (Australia), PMSB Certified

Today, she is highly sought by the industry for her training in business English communication and writing skills. Using simple and proven techniques of communication strategies, she is able to show participants how to achieve results in their communication in any work environment. Her programmes aim to increase organizational effectiveness with right communication

### Training Programme Details

Date : 24th & 25th Jan 2018  
Day : Wednesday & Thursday  
Venue : Wisma WIM  
Time : 9am to 5pm

Fees :

a) Normal Price	RM 1,200
b) Early Bird	RM 799
c) WBN Member	RM 499
d) Group (Min 3)	RM 599/pax

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WOMEN'S INSTITUTE OF MANAGEMENT (264164-K)  
A Non-Profit Company Limited by Guarantee  
& Without Share Capital

Wisma WIM, 1st Floor,  
7 Jalan Abang Haji Openg,  
Taman Tun Dr. Ismail,  
60000 Kuala Lumpur, Malaysia

# EFFECTIVE LETTER & EMAIL WRITING FOR BUSINESS



HRDF CLAIMABLE

## Methodology

A mixture of using presentation, games, individual exercises and group work. Trainees are encouraged to bring in some document they have sent or received for discussion to analyze for improvement in format, style of language

## WHO SHOULD ATTEND?

Executives, Personal Assistants, Professionals who want to improve and write better business correspondence.

### Registration Event Details

**Title** : Effective Letter and Email Writing for Business  
**Trainer:** : Nancy Ong Chen Gan  
**Date** : 24th & 25th January 2018 (Wed&Thu)  
**Time** : 9am-5pm

### Course Fee

<b>Normal</b> RM 1,200	<input type="checkbox"/>	<b>WBN / Alumni</b> RM 499	<input type="checkbox"/>
<b>Early Bird</b> RM 799 <i>(First 10 participants)</i>	<input type="checkbox"/>	<b>Group (Min. 3)</b> RM 599/pax	<input type="checkbox"/>

Name (1) : \_\_\_\_\_  
Name (2) : \_\_\_\_\_  
Name (3) : \_\_\_\_\_  
Company : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Address : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Postcode : \_\_\_\_\_ City : \_\_\_\_\_  
Telephone : \_\_\_\_\_ Mobile : \_\_\_\_\_  
Email : \_\_\_\_\_

### Cash / Cheque

I enclose cash / cheque RM \_\_\_\_\_ payable to the 'WOMEN'S INSTITUTE OF MANAGEMENT'

### Bank Transfer

Women's Institute of Management Account  
CIMB Bank Berhad  
8000694925  
(Fax or email bank-in slip as proof of payment)

### Credit Card

Please charge RM \_\_\_\_\_ to my credit card (Visa / Master)

Name of Cardholder : \_\_\_\_\_  
Credit Card No. : \_\_\_\_\_  
Expiry Date : \_\_\_\_\_ Card Issuing Bank : \_\_\_\_\_

**Are you a WIM Member** : Yes  No   
**I understand that a place is reserved when payment has been received**

**Signature** : \_\_\_\_\_ **Date** : \_\_\_\_\_

### REGISTRATION

Registration Form must be completed and submitted together with full payment of the seminar fees to WIM before commencement of the seminar. Otherwise, we may have to treat your registration(s) as unconfirmed.

### SUBSTITUTION OR CANCELLATION

Substitution of participant(s) is allowed provided WIM is notified in writing of the same with the name of the new participant(s) at any time prior to commencement of the seminar.

WIM reserves the right to cancel, reschedule or postpone the seminar due to unforeseen circumstances. Every effort will be made to inform registered participants.

### PAYMENT

Payment paid is not refundable.

### GROUP DISCOUNT

An organization sending 3 or more staff members to attend is entitled to RM1100 per participant.

### Address

Venue : 1<sup>st</sup> Floor, Wisma WIM  
7, Jalan Abang Haji Openg  
Taman Tun Dr. Ismail  
60000 Kuala Lumpur.  
Tel : 03-7725 0268 / 0288 ext 16  
Fax : 03-7725 0286  
E-mail : cds@wimnet.org.my  
Website : [www.wimnet.org.my](http://www.wimnet.org.my)

Fees inclusive of 6% GST, tea-breaks, luncheon, course materials and Certificate of Attendance.