



WOMEN'S INSTITUTE OF MANAGEMENT
(Co. No. 264164-K)

THE SEVEN SKILLS FOR WRITING LETTERS AND EMAILS

24&25 April 2019 (9.00am—5.00 pm)
Wisma WIM, Taman Tun Dr. Ismail Kuala Lumpur

Overview

Writing for business is more than just giving the information to the reader. It is not what you say, but how you say it that matters to the reader. You are the artisan who uses your tool to craft the writing, and your skills to refine the piece of work – a letter or an email.

The process of writing rests on a number of principles which can help you be more efficient in the process to produce an effective document. Plan with the reader in mind to better organize and structure the information for the benefit of the reader. Develop your style to write clearly and simply with the right tone using words and expressions, sentence structure and sentence length to connect with the reader. Apply these proven techniques and see the results in your writing productivity and document quality.



Course Objectives

This two-day workshop will focus on key skills from planning to the mechanics of writing to help you handle the different writing tasks in the course of your work.

- Clarify your purpose of writing
- Take a reader-centered approach
- Make your writing clear, complete, concise, concrete, and correct.
- Structure the information logically for the reader
- Influence and persuade readers to take the action required
- Hone the skills of writing business letters and emails

Contents	
Skill 1	Know your purpose of writing Various purposes of writing Use the 5 Ws and 1 H to structure your thoughts Write a clear beneficial purpose
Skill 2	Know your readers Choose the correct amount of information Choose the right technical level Plan the document
Skill 3	The principles of writing The C's of writing <ul style="list-style-type: none"> • Clear • Concise • Concrete • Complete • Courteous • Correct
Skill 4	Structure and organize your document Organize materials according to purpose Organizational methods Linking 1: Connecting sentences Linking 2: Sentence structure
Skill 5	Develop Your Writing Style Recognizing and using tone Vary tone with words and expressions Vary tone using sentence structure and sentence length
Skill 6	Mechanics of writing Grammar: Effective use of language tool Punctuation: Put the pause in your writing
Skill 7	How to put it all together Difference between email writing and letter writing Tips to make sure your email is read Techniques of writing different types of email / letter based on scenarios relevant to the workplace

Fees	Normal RM1200	Early Bird RM999 (By 19.04.2019)	Group of 3 & above (per Pax) RM999	WBN/Alumni RM800
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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.

Registration Form

Normal : RM1200

Early Bird : RM999
(By 19.04.2019)

Group of 3 & above (per Pax) : RM999

WBN/ Alumni : RM800

The Seven Skills for Writing Letters & Emails

Date: 24 & 25 April 2019

Name (1): _____

Name (2): _____

Name (3): _____

Company: _____

Address: _____

Postcode: _____ City: _____

Tel: _____ Fax: _____

Mobile: _____ Email: _____

Signature : _____ Date: _____

Payment Details

By Cheque / Cash : I enclose cash / cheque RM _____

payable to **“Women’s Institute of Management”**

Bank the payment into **Women’s Institute of Management’s** account:

Bank : **CIMB Bank Berhad** Account No. : **8000694925**

*** Please fax or email the bank-in slip as the proof of payment***

By Credit Card : Please charge RM _____

to my credit card: V / M

Name of Cardholder : _____

Credit Card No. : _____ Expiry Date: _____

Card Issuing Bank: _____

Signature : _____ Date: _____

I understand that a seat is reserved when the payment has been received by WIM.

Are you a WIM member : YES / NO

Administrative Details

Venue: 1st Floor, Wisma WIM
7, Jalan Abang Haji Openg
Taman Tun Dr Ismail
60000 Kuala Lumpur.
Tel : (+) 603 7725 0268 / 0288
HP: (+) 601 4588 0518
Fax: (+) 603 7725 0286
Email: ram@wimnet.org.my
Contact: Rodim Maes, Course
Development Officer

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

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 members to attend is entitled to RM999 per participant.

HRDF CLAIMABLE