

Effective Business Writing in English

Objectives:

This course aims to help writers in three ways:

- to write in a style that is easy to read and understand
- to spend the shortest time possible on writing
- to produce written documents with a good image that reflect well on your organisation

Target group:

The course is for everyone who writes in English.

Content:

Business communication today depends on effective writing skills. The course is designed to improve your skills at writing business documents, such as memos, letters, general correspondence, reports, applications, proposals, tenders, submissions, instructions, directives, bulletins, articles, manuals, handbooks, text books and much more.

The course is a guide to clear professional writing. It covers the principle aspects of business writing, but is not intended to be comprehensive on the subject of writing. It shows you how to produce clear, concise, readable writings and gives guidance on some of the accepted rules of grammar and punctuation. The course handbook will continue to serve as a handy reference manual to make your writing effortless and effective!

Main topics of the course includes how to:

- prepare for writing
- use differing structures
- write without delay; write quickly in good plain English
- polish your writing
- avoid discrimination
- help the reader obtain good, quick understanding
- get the action your writings seek
- be a much better communicator in written English

Notice:

Bring some examples of your own writing with you. For the writing exercises you may bring a Laptop with you, or we will provide pen and paper.

Customer references: <http://bit.ly/Empfehlungen>

Further Information: <http://www.immediate-effects.com/en/prowrite>

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