

2 - Day Public Training

Effective Business *Writing*

Date: 9 - 10 May 2023

Time: 9:00am - 5:00pm

Venue: Concorde Hotel, KL

Sign up by 19 April 2023 for Early Birds Price!

Early Bird Price:

RM 2,600 / Participant

Normal Price:

RM 2,900 / Participant



Symphony Digest

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TOPICS COVERED

PART 1: BUSINESS COMMUNICATION

- KNOW YOUR AUDIENCE

PART 2: BUSINESS CORRESPONDENCES MADE EASY

- STRUCTURE YOUR PROFESSIONAL LETTERS
- VIRTUAL WRITING: WHATSAPP, ZOOM, MS TEAMS
- STRUCTURE YOUR PROFESSIONAL EMAILS AND REPORTS

PART 3: WHAT IS YOUR WRITING STYLE

- USE LANGUAGE EFFECTIVELY

PART 4: HOW YOUR PERSONAL AND CORPORATE BRAND IS IMPACTED

- BRAND AND VISUAL IMAGE

TRAINER'S PROFILE

The trainer has over 25 years' experience in the corporate and training industries having worked in finance, marketing, and advertising. She started her career with Dentsu, Young & Rubicam; an international advertising agency. She then joined Inchcape Timuran Berhad as divisional brand manager to manage haute couture French brand YSL (Yves Saint Laurent) in Malaysia.

REGISTRATION

PARTICIPANTS'S DETAILS

Name:
Contact No.:
Email:

Name:
Contact No.:
Email:

REGISTRATION

COMPANY REPRESENTATIVE DETAILS

Name:
Tel:
Email:
Company:
Address:

Note:

- For cancellation less than 14 days before or non-arrival on the training day, no refund will be given. Substitution is allowed.
- Should the number of participants be too low to make the course a meaningful learning experience, Symphony reserves the right to postpone or cancel the training.
- HRDC grant application shall be applied and approved before the training day. Maximum claim from HRDC is RM1,300. The balance, if any, is to be topped up by client.