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BROCHURE

WRITING TO WIN

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OBJECTIVE

This Professional Business Writing Training Course provides participants with techniques to structure a diverse range of business documents for greater clarity and impact.

TARGET AUDIENCE

This Business Writing Course will benefit people at all levels across the organization. This course has a strong focus on writing an effective email and other business documents for better readability ensuring messages are communicated concisely and clearly.

COURSE DURATION

- 2 Days of In-Person training program
- 9 am to 5 pm
- Cost = 19,500 PKR Per Participant

Payment Instructions:

Remit payments to Ed Watch Private Limited, **PK28 MEZN 0001 1201 0480 4766**, Meezan Bank Limited.

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COURSE OUTLINE

Professional Impact

- Spelling Mistakes
- Common Grammatical Errors

Professional Sentence Structuring

- Type of sentences
- Using punctuation
- Using key words for right amount of persuasion

Professional Email Writing

- Writing effective Subject
- Introduction – Body – Conclusion
- Conveying the right Message
- Use of 'Urgent'
- The 7 Cs
- Signoff and Signature
- Corporate Communications Taglines
- Choosing a Style

Writing Meeting Agenda's

- The Basic Structure
- Standardizing a format

Writing Minutes of the Meeting

- The Basic Structure
- Key elements
- Common mistakes to avoid

Effective Proofreading

- Importance of Proofreading
- Common mistakes
- What not to miss

Note: Q&A and Practice / Activity Session after each Topic.

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REACH OUT TO US!

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Ed-Watch is registered in USA and Pakistan