

Business Writing

TURN WRITE!

2-Day Workshop by Urooj Mazhar

OVERVIEW:

If the words are not making sense anymore, Turn Write! Make your communications stand out with this one-day informative and interactive training program which aims to cultivate the skill of effective business writing in the participants. From a simple email to a detailed business proposal, words can make and break a deal. Learn to articulate your thoughts and use appropriate formats for clear and concise communication.

LEARNING OUTCOMES:

- ✓ Make your writing easier to understand and more interesting to read by applying proper punctuation, basic grammar rules and guidelines
- ✓ Catch mistakes before it's too late by using professional proofreading techniques, a simple-to-follow checklist and tips on how to concentrate despite deadlines and distractions
- ✓ Spot sneaky usage mistakes that can destroy your credibility
- ✓ Polish letters, memos, proposals and other written documents
- ✓ Point out errors to others in a tactful way

TRAINING METHODOLOGY:

- ✓ Case studies
- ✓ Activity driven sessions and training
- ✓ Discussion and Conversation- real time feedback
- ✓ Self-Reflection Exercises
- ✓ Tools for Leading , Coaching & Conducting oneself and ones' team
- ✓ Video Lectures & Case Studies

WHO SHOULD ATTEND?

All those who are striving to improve their business writing skills

WHEN & WHERE?

7th and 8th February 2018, From 10:00 a.m. to 04:30 p.m.
 Venue: The Royal Rodale Club, Phase V, DHA, Karachi.

FACILITATOR'S PROFILE:



UROOJ weaves magic with her words and has the ability to sketch a silver lining around the darkest of clouds. She instills confidence and optimism into her trainings and turns conversation around to coach, teach and train front-line industries in Pakistan as well as global teams.

In the training industry for over a decade now, she brings a unique mixture of experience, engagement and empathy to the table. From UNDP, Thailand to British Council, Pakistan, she has numerous corporate, development sector and academia clients under her belt. She has left her imprints on the global market with her work as a lead trainer with UNDP Bangkok where she trained 131 participants from 20 countries on Leadership, Cross-Cultural Communication, Negotiation Skills, Systems Thinking and Team Building. She has a passion to cultivate cultures of candid and fruitful communications within organizations. She is a true people's person who brings energy, affinity and adaptability to every training she conducts.

Urooj is certified from multiple platforms such as School of Leadership; UNDP, Thailand, LEAD; British Council and CPPD, UK. Following her innate ability to attune to people, she has also branched out as a humanistic integrative counsellor. She has served as Director on the boards of School of Leadership and Torque.

TRAINING MODULE:

1. **Understanding the ground rules:**
 - ✓ Writer's Discovery Analysis to identify areas you want to polish
 - ✓ Business writing is uniquely different from other types of writing
 - ✓ Discover your natural style - it's the key to reader-friendly, interesting writing
2. **Transforming a blank page into a bold message:**
 - ✓ Free writing: What it is and how to use it to produce a great first draft in half the time
 - ✓ Are your paragraphs in a confusing, illogical order? Here's how to tell and how to fix the problem
 - ✓ Great words and phrases for linking paragraphs together so your readers don't have to stumble through your document
3. **Avoiding embarrassing mistakes:**
 - ✓ Troublesome words in business and how to erase any uncertainty about using them
 - ✓ Refresher on how to correctly use verb tenses, subject-verb patterns and pronouns and their antecedents
 - ✓ Ensure or insure? Affect or effect? Making the right choice between confusing words
 - ✓ Are abbreviations and acronyms really proper in business writing?
 - ✓ Can't remember if the punctuation goes inside or outside the quotation marks? Here's how to avoid this pitfall
 - ✓ Adding hyphens, dashes and other marks for emphasis ... know when you've gone overboard
 - ✓ A refreshing overview of how to use punctuation marks and grammar usage correctly every time
4. **Inscription of final drafts:**
 - ✓ Stop: barriers to effective communication
 - ✓ Spot-On: Review past writing to identify personal challenges
 - ✓ Foundation: ABC Principle – Accurate, Brief and Clear
5. **Abolishing the business writing errors:**
 - ✓ 12 most damaging blunders in business writing
 - ✓ How to curb the use of worn-out business clichés
 - ✓ A firm grip on how to deliver the email reply
 - ✓ Keep your sanity with this proof-reader's checklist that ensures perfection down to the very last detail
 - ✓ Proofreading an English language? Here are helpful rules that will calm your nerves

REGISTRATION FORM

Institutional Member Student Member
Individual Member
Non-Member

Name _____
Designation _____ Membership No. _____
Organization _____
Address _____
_____ City _____
Phone _____ Fax _____
Mobile _____ E-mail _____

ADMINISTRATIVE INFORMATION

MODE OF PAYMENT

Cash/Cheque No. _____

Dated _____

Amount _____

Registration Fee*

Early Bird Fee
(register by)
24-Jan-2018

Regular Fee
(register after)
24-Jan-2018

MAP Institutional Member

Rs. 23,000/-

Rs. 27,000/-

For two or more Institutional
member nominations

Rs. 21,500/-

Rs. 24,500/-

MAP Individual Member

Rs. 16,500/-

Rs. 18,000/-

Student Member

Rs. 8,000/-

Rs. 9,000/-

Non-Member

Rs. 24,500/-

Rs.28,500/-

*Includes: MAP Certificate, Printed Course Material, Lunch & Tea.

Registration:

Registration to be confirmed only on receipt of cheque in advance

- Cancellations or substitute nominees acceptable up to 48 hours prior to the event.
- Early bird discount can only be availed if payment is made before the day of event. Otherwise, invoice will be reissued at Standard Fee.
- Please complete the Registration Form attached here to along with a crossed cheque for the applicable fee, in favor of Management Association of Pakistan, to be sent to MAP's address given below:

For Direct Transfer:

- Acct Title : Management Association of Pakistan
- Bank Name : MCB Bank Limited
- Account Number : 0006903010000302
- IBAN : PK62 MUCB 0006 9030 1000 0302
- Branch Name : GTB Branch Karachi (0069)
- Payment Advice to be sent at:
accountant@mappk.org | info@mappk.org