

Business Writing

Being able to write effective business materials with ease, accuracy and impact is a fundamental skill in today's fast-paced business world. Yet many business documents, from emails and letters to reports and sales materials, fail to achieve the intended result and reflect poorly on the writer and their organisation due to problems with writing style, grammar, punctuation and spelling.

This practical workshop will show you how to maximise the impact of your business materials and write with greater confidence. Led by experienced writer and public relations consultant Carol Moore, our one-day workshop focuses on the art of business writing as a communication tool, and is limited in size (10ppl) to ensure personal attention.

The workshop emphasises participant interaction, exercises, discussion and sharing of experiences in a supportive environment, and provides handy hints, tips and tools to help you improve your business writing from the moment you get back to the office.

This is a highly specialised writing course, delivered by an expert in writing and communications. Many other business writing courses are delivered by 'generalist' trainers, rather than experts in this area.

DURATION: 1 day

FACILITATOR: Carol Moore – see last page for profile

Course Outline

At this workshop participants will learn to:

- * Use the six keys to effective business writing to help you write with confidence
- * Understand and overcome your writing weaknesses and work with your strengths
- * Write reader-focused materials (focusing on business letters as practical examples)
- * Tailor your writing style to different types of readers and writing situations
- * Write clear, concise copy that is impactful and persuasive
- * Avoid common errors of grammar, punctuation and spelling (from sentence construction and dangling participles to apostrophes and commonly confused words!)
- * Structure your writing task to make best use of the time available
- * Edit your writing (and that of others) for accuracy and impact
- * Enjoy the writing task!

Local Government Training Institute

4 Sandringham Ave Thornton NSW 2322

PO Box 137, Thornton NSW 2322

Telephone: (02) 4922 2333 Facsimile: (02) 4966 0655

Email: reception@lgti.com.au

www.lgti.com.au

Who Should Attend This Course

With an emphasis on modern-day business writing, the workshop is suitable for:

- inexperienced writers or those who need to improve their business writing skills
- experienced writers who want to polish or refresh their business writing skills
- managers who need to edit or review the writing of others
- academic, scientific or technical writers moving to a corporate role

Carol Moore – Facilitator Profile

Carol Moore is an award-winning public relations consultant, writer, and qualified trainer who is passionate about writing and communication. Her 20 years of experience spans a wide range of sectors, from healthcare and consumer goods to government, not-for-profit and business-to-business. Carol facilitates each workshop, where the emphasis is on ensuring you quickly learn the fundamentals of effective business writing in a stimulating, interactive atmosphere. She is a Member of the Public Relations Institute of Australia and holds a degree in Business-Communication, majoring in public relations, and a Certificate IV in Workplace Training and Assessment.

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