

Effective business writing



In today's busy working environment it is essential to produce clear and professional written communication to tight deadlines.

This programme is aimed at equipping participants with the confidence and skills to produce professional written communication, be it a report, proposal or email. It will build understanding of the key elements of good writing such as planning, style, audience awareness, punctuation and grammatical accuracy. By the end of a highly intense and interactive day all attendees will display more confidence in their ability to draft effective business correspondence.

Locations, Dates & Fees

London

23 February, 23 March, 20 April, 18 May,
22 June, 20 July, 17 August,
21 September, 26 October & 16 November
Individual Fee: £450 per delegate
Group Booking: £405 per delegate

Paris

26 March, 10 June & 21 October
Individual Fee: €550 per delegate
Group Booking: €495 per delegate

All sessions are from 10am - 5pm with
one hour for lunch

Lunch & refreshments included

Please note that local taxes may apply

Benefits

This programme provides participants with the tools to:

- Speed up the writing process
- Develop a professional, reader-friendly written style
- Expand the range of language they are able to use
- Edit their own and others' written work more effectively
- Improve the presentation of their business documents

Who should attend?

Anyone who:

- Needs to write a large number of business documents at speed
- Would like to refresh their knowledge of sentence structure, grammar and punctuation
- Currently relies on colleagues and supervisors to edit their work
- Would like to develop a more professional business style

Programme content

- Key principles of good writing
- Importance of planning and organisation
- Editing skills
- Punctuation and grammatical review
- Language expansion
- Passive or active voice
- Linking and sequencing your ideas
- Tone and register
- Document types and approach

Related Courses

Writing with Impact

Professional Email Writing