

# Advanced Business Writing

Open Programme

In today's busy working environment it is essential to produce clear, reader-friendly business English to tight deadlines. Many expatriates working in large international companies can communicate very effectively when speaking English but find they need more time and support when writing. This programme is aimed at enabling advanced speakers of English to professionalise their writing skills. It will build understanding of the key elements of good writing such as planning, style, audience awareness, punctuation and grammatical accuracy. A variety of activities will be used throughout the programme to analyse a wide range of business documents.

## Benefits

This programme provides participants with the tools to:

- Speed up the writing process
- Organise their ideas and conclusions coherently
- 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?

This programme is aimed at advanced speakers of English who wish to develop their business writing skills. The programme is for you if:

- You need to write a large number of business documents at speed
- You currently rely on colleagues and supervisors to edit your work
- You would like to develop a more professional business style

## Location

Located in the financial heart of London, Communicaid has access to a number of convenient transport links, with Liverpool Street, Bank and Aldgate stations within walking distance.

## Dates & times

- 1st December 2005 10am-5pm (6 hours)
- 7th February 2006 10am-5pm (6 hours)
- 8th June 2006 10am-5pm (6 hours)
- 21st September 2006 10am-5pm (6 hours)
- 5th December 2006 10am-5pm (6 hours)

## Contact Communicaid:

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*Cultural Awareness  
Language Training  
Communication Skills*

## Programme content

### Part One

- Key principles of good writing
- Importance of planning and organisation
- Style and register
- Editing skills
- Punctuation review
- Grammatical accuracy
- Consistency
- Eliminating redundancy

### Part Two

- Style issues
- Language expansion
- Passive or active voice
- Linking and sequencing your ideas
- Techniques for emphasis
- Direct or indirect tone
- Document types and approach
- Conclusions

*With a maximum of 10 delegates in any session, our programmes have been designed to be practical in nature. The session will combine practical activities with discussion of the fundamentals of advanced business writing.*

### Communicaid

Communicaid is a global culture and communications skills training consultancy providing corporate and public sector organisations and their employees with the expertise to build successful relationships across cultures and borders. Founded in 1992, our clients include major financial institutions, manufacturing and consumer goods companies, law firms and government departments. With training centres in London, Paris and Frankfurt and a worldwide network of professionals, we are uniquely placed to meet your culture and communication needs.

Communicaid delivers tailored programmes worldwide on an individual, group and organisation-wide basis. Please contact us for more information on how we can assist you and your organisation.



### Trainer profile

Cathy Wellings has extensive experience of developing writing and communication programmes for many of Communicaid's corporate and public sector clients.

In her career spanning two decades, Cathy has designed and delivered programmes to both native and non-native speakers of English, helping them to enhance their professional writing skills. She has collaborated closely with many multinationals and international organisations including Schlumberger, Deutsche Bank and Lovells to develop individual and in-company writing skills programmes.

Cathy's training background spans over 15 years in both the UK as well as overseas in France and Spain. She has worked across all major sectors designing and delivering communication training to senior managers and directors. As Culture and Communication Manager, she is responsible for the management of all Communicaid Cultural Awareness and Communications Skills programmes.

### Programme fees

Fee: £450 + VAT per delegate  
Group booking: £405 + VAT per delegate (2 or more delegates from the same organisation) Lunch & refreshments included.

### How to book

To reserve your place please contact Nick Hedges on **020 7648 2173** or complete the form below and fax or post it back to us.

## Advanced Business Writing

Name: .....

Company: .....

Address: .....

Telephone: .....

Email: .....

Signature: .....

*I wish to reserve place(s) for:*

1st December 2005

7th February 2006

8th June 2006

21st September 2006

5th December 2006

Position: .....

Fax: .....

Date: .....

Ref: MSC147