

# Open Group Advanced Business Writing

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

Tuesday 13th September 2005 10am-5pm (6 hours)

Thursday 1st December 2005 10am-5pm (6 hours)

## Contact Communicaid:

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*Cultural Awareness  
Language Training  
Communication Skills*

## Programme Content & Fees

### 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.

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

#### Trainer profile

Cathy Wellings has fifteen years' experience of designing and delivering English language and communications skills training. A qualified linguist, she taught in Spain in a variety of sectors for five years and on her return to the UK, taught general and business English in central London before becoming Director of Studies of a language training provider organising programmes throughout the UK.

Cathy joined Communicaid in 2003 as Director of Studies. As Culture and Communication Manager, she is now responsible for the management of all Communicaid cultural awareness and communications skills programmes. Cathy takes a special interest in writing training and has designed and delivered many writing programmes for key clients including Deutsche Bank, EBRD and Lovells.

#### How to book

To reserve your place please contact Nick Hedges on either 020 7648 2173 or [nick.hedges@communicaid.com](mailto:nick.hedges@communicaid.com). Alternatively, please complete the form below and fax or post it back to us.

### Advanced Business Writing

*I wish to reserve a place/places for:*

Tuesday 13th September 2005

Thursday 1st December 2005

Name: .....

Company: .....

Address: .....

Telephone: .....

Email: .....

Signature: .....

Position: .....

Fax: .....

Date: .....

Ref: MSC147