

Writing Business English

“Our sales emails and letters are getting more responses.”

David Choi, Marketing Director [industrial equipment]

“My emails are much shorter now. Most importantly, they will be read and can be understood!”

Rebecca Ho, Customer Service Manager [telecom]

“We are no longer ringing up colleagues or customers to check if they understand our emails. We are saving a lot of effort, time... and face.”

Helen Hwang, Financial Controller [supply chain]

Aim

Want to have effective English writing that you can do easily and your recipients will appreciate? We can help you write clearly, concisely and correctly without using templates and/or translation software. You will understand important grammar rules without memorizing them. Your writing will become more readable and businesslike with less effort.

Results

1. To write clearly and concisely
2. To spot and correct your own mistakes
3. To understand and apply important grammar rules
4. To write effective business English without using templates
5. To have your business writing read and understood
6. To save time, effort and face when writing business English

Content

Essential Module (Regular module: 2.5-hour x 3 sessions or Fast-track module: 7-hour x 1 day)

1. The evil of jargon and stock phrases
2. Fixing your tenses in ONE hour
3. The PAIBOC approach (Purpose, Audience, Information, Benefit, Objection and Context)
4. Common writing errors in Hong Kong 1 of 2
5. Revisiting essential grammar rules 1 of 3
6. Better emails : your time and face saver
7. Enhancing readability using simple words and short phrases 1 of 2
8. Proofreading and editing sentences 1 of 2
9. Key phrases used in business writing

Advanced Module* (Regular module: 2.5-hour x 3 sessions or Fast-track module: 7-hour x 1 day)

1. The “You Attitude” in business writing
2. Revisiting essential grammar rules 2 of 3
3. The sensible use of the active and passive voice
4. Common writing errors in Hong Kong 2 of 2
5. Writing with a positive tone
6. Proofreading and editing sentences 2 of 2
7. Spotting incorrect use of words and expressions 1 of 2
8. Enhancing readability using simple words and short phrases 2 of 2
9. The Clarity Index: the readability score card of your writing
10. Proofreading and editing real-life work 1 of 2

* Participants are strongly advised to take the Essential Modules before proceeding to the Advanced Module.

Professional Module** (Regular module: 2.5-hour x 3 sessions or Fast-track module: 7-hour x 1 day)

1. Planning, writing, revising, proofreading and editing
2. Revisiting essential grammar rules 3 of 3
3. Managing the structure and flow of writing
4. Spotting incorrect use of words and expressions 2 of 2
5. Writing with the appropriate tone
6. Writing and replying to complaints professionally
7. The beauty of simplicity and conciseness
8. The essence of writing business reports
9. Proofreading and editing real-life work 2 of 2

** Participants are strongly advised to take the Advanced Modules before proceeding to the Professional Module.

Reference Customers (in-house and public programmes)

1. Hong Kong Exchanges and Clearing Limited
2. Hong Kong Tourism Board
3. Mandatory Provident Fund Schemes Authority
4. Ogilvy and Mather
5. Wharf T&T Ltd

Trainer:	Ray Lee (refer to Trainer Profile)			Medium of Instruction: English and Cantonese
Modules (levels):	<input checked="" type="checkbox"/> Essential	<input checked="" type="checkbox"/> Advances	<input checked="" type="checkbox"/> Professional	
Study mode:	<input checked="" type="checkbox"/> Regular	<input checked="" type="checkbox"/> Fast-track		
Cost / module:	Essential HK\$1,250	Advanced HK\$1,350	Professional HK\$1,450	Sunday/Holiday Surcharge HK\$100 per module
Discount per Registration*:	2 modules HK\$100 / module	3 modules or above HK\$150 / module		*applies to the same or different participant(s)