

Communicating with Impact: Effective Business Writing

February 10, 2010 • Mandarin Oriental Hotel, Makati

Hurry! Register before
Jan. 22, 2010 and avail
of the Early Bird
DISCOUNT!

ADVANTAGES of effective business writing

In a fast-paced workplace driven by deadlines and immediate correspondences to customers, it is important to execute well-written communication materials that convey a powerful message, and in turn, assist you in retaining long-term businesses.

The right words, style, and approach in business writing is critical to getting your message across accurately, briefly, and clearly. Monette Iturralde-Hamlin's seminar, "Communicating with Impact: Effective Business Writing," is strategically designed for corporate executives and decision makers to overcome the challenges of developing key documents for business transactions and correspondences. This will be achieved through workshops, on-the-spot mentoring, and interactive discussions to equip you with the principles, techniques, and practical applications of effective business writing.

BENEFITS of attending the seminar

Find out the tips and tricks to achieving effective communication materials. Participants would learn more about:

- Understanding the basic steps to effective writing
- Organizing your message with the right words
- Formatting ideas to develop concise messages
- Sharpening your grammar and spelling skills to edit for different purposes such as for content/layout, grammar, and style
- Writing key documents such as business and sales letters
- Reviewing different kinds of business letters
- Responding to complaints to generate positive results

SEMINAR TOPICS

Part I: Basics

- Getting Started
- Understanding the Basic Steps to Effective Writing
- Organizing Your Message
- Formatting Ideas to Clarify Your Message
- Choosing the Right Words
- Getting it Right: The Basics of Grammar and Spelling
- Editing Your Work

Part II: Application

- Writing E-mail
- Writing Effective Business Letters
- Reviewing Sample Business Letters
- Responding to Complaints
- Writing Sales Letters

Who should ATTEND

Anyone interested in communicating ideas effectively in written forms in a business environment.

About the SPEAKER



Monette Iturralde-Hamlin, president and founder of TeamAsia, is a renowned speaker who regularly conducts workshops on business writing, presentation skills, cross-cultural management, teambuilding, and handling difficult people. Her workshops are offered to the public and are typically fully subscribed. Monette is frequently invited to present these specialized seminars and workshops in-house for major global brands, multilateral institutions, and government agencies.

Monette is a hands-on manager, taking direct responsibility for such innovative programs as The Asian Management Awards, Asia's first region-wide award for regional excellence, as well as overseeing the execution of a wide range of highly targeted events, from exclusive breakfast briefings to gala product launches to public seminars of the world's top business speakers.

Monette's professional associations include the People Management Association of the Philippines, the Philippine Society for Training and Development, the League of Corporate Foundations, and the Philippine Association of Conference and Exhibit Organizers and Suppliers. Monette completed her Bachelor of Arts majoring in Psychology at the College of the Holy Spirit, graduating Summa Cum Laude. Her post-graduate studies were at the Asian Institute of Management where she completed her Master in Business Management with Distinction.



Please contact 757-3500 extension 326 or email Agnes De Castro at acrdecastro@teamasia.com.

Fill-Up Form Communicating with Impact: Effective Business Writing

Name _____ Company _____ Fax No. _____
 Nickname _____ Address _____ Mobile _____
 Position _____ Contact No. _____ Email _____

INVESTMENT DETAILS

Regular Rates:

Individual Php 10,500 Group of three Php 10,000/person
 Group of five Php 9,500/person

Early Bird Rates (registration/payment received on or before Jan. 22, 2010)

Individual Php 9,500 Group of 3 Php 9,000/person
 Group of five Php 8,500/person

PAYMENT DETAILS

Cash Charge to Credit Card
 Check Payable to Hamlin-Iturralde Corp. American Express Master Card
 Bankard RCBC
 Diners Visa

CREDIT CARD DETAILS

Cardholder's Name _____
 Card number _____
 Expiry Date _____

*Investment covers am/pm snacks, lunch and participant kit.

*Registration fees are non-refundable but transferable.

*These may be subject to change without prior notice.

**Dollar investment fees are subject to change without prior notice. The dollar exchange rates at the time of registration will apply.

TeamAsia, In pursuant to BIR's Revenue Regulations No. 14-2002 [Amending Further Pertinent Provisions of Revenue Regulations No. 2-98, as amended] and Revenue Memorandum Circular No. 72-2004, income payments to PEZA registered enterprises der the ITH and 5% GIT incentives are EXEMPT FROM THE EXPANDED WITHOLDING TAX.