



COMMUNICATING WITH IMPACT: Effective Business Writing

By: Monette Iturralde-Hamlin

Hurry!
Register before
July 9, 2010
and avail of the
Early Bird
DISCOUNT!

July 29, 2010 • 9:00 a.m. to 5:00 p.m. • Ascott Makati

ABOUT THE SEMINAR

Does your job entail a lot of writing? Do you panic when confronted with a writing assignment? Does preparing a business report or a business proposal send shivers up and down your spine? Are you unsure of what words to use? If so, then this workshop on effective business writing is for you. Peppared with exercises and easy-to-grasp, practical tips for better business writing, this workshop is designed for Executives like you who regularly compose their own correspondence. You'll benefit from on-the-spot mentoring and participating in discussions that identify and address your own particular writing challenges. Plus, you'll take a look at what works and what won't in writing:

- Cover Letters
- E-Mail Messages
- Memos
- Responses to Complaints

ADVANTAGES OF 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 letters
- Reviewing different kinds of business letters
- Responding to complaints to generate positive results

WHO SHOULD ATTEND?

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

WHAT ARE THE 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



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.

Official Radio Partners:



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 3 _____ Php 10,000/person
 Group of 5 _____ Php 9,500/person

Early Bird Rates (registration/payment received on or before July 9, 2010):

Individual _____ Php 9,500
 Group of 3 _____ Php 9,000/person
 Group of 5 _____ Php 8,500/person

DIETARY PREFERENCE

Fish
 Pork
 Chicken
 Vegetarian

PAYMENT DETAILS

Payment through:

Cash
 Check Payable to Hamlin-Iturralde Corp.

Charge to Credit Card:

American Express
 Bankard
 Diners
 MasterCard
 RCBC
 Visa

CREDIT CARD DETAILS

Cardholder's Name _____
 Card Number _____
 Expiry Date _____
 Last Three Digits at the Back of the Card _____
 Issuing Bank _____

* Early Bird Rates until July 9, 2010
 * Investment covers am/pm snacks, lunch, and participant kit
 * Registration fees are non-refundable but transferable
 * Cancellation of registration without penalty at any time will be given three weeks prior to the seminar
 * These may subject to change without prior notice