



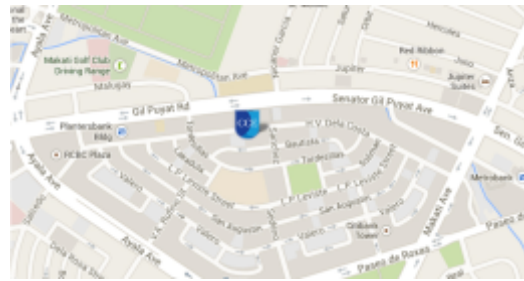
Business Writing Beyond the Basics

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:

Ateneo de Manila University - Salcedo Campus
 3/F Ateneo Professional Schools Bldg.
 130 H.V. Dela Costa St., Salcedo Village,
 Makati City, Philippines



DATES

October 17 - 18, 2019
 Thursday - Friday
 8:30 am - 4:30 pm

PROGRAM FEE

Php 11,800.00 (Early Eagle Rate until Oct. 3)
 Php 12,800.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

(+632)8302040

Schedules and prices may change without prior notice.



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ATENEO DE MANILA UNIVERSITY
 GRADUATE SCHOOL OF BUSINESS



human resources management

Business Writing Beyond the Basics

October 17 - 18, 2019

CENTER FOR CONTINUING EDUCATION

“Writing is thinking. To write well is to think clearly.” - David McCullough

Nowadays, business success relies heavily on how effectively its people communicate. More so in written communication, the need to be understood efficiently and correctly is crucial.

This course is for professionals whose work involves written correspondences (letters, e-mails) and reports (presentations, minutes, memoranda, notices).

This is the intermediate course in the Professional Writing Program.

Business Writing Beyond the Basics

objectives

At the end of the course, participants will be able to:

1. Define what business writing is, including its varieties and applications;
2. Evaluate effective business writing in terms of clarity, coherence, conciseness, accuracy, and audience awareness;
3. Write more persuasive correspondences and informative reports.

pre-course requirements

Participants must submit writing samples from work (i.e. emails, letters, reports)

who should attend

Professionals who want to enhance their business writing skills



resource person



JOHN P. TIGNO is a Faculty Member of the Ateneo Language Learning Center and Development Academy of the Philippines. He is also a Learning Consultant for Development Dimensions International and the HR Training Consultant for DMCI Homes.

Prior to this, Mr. Tigno held other posts such as: Learning & Development Manager at Arvato Bertelsmann, Training & Organizational Development Manager at Binzagr Factory for Insulation Material (Saudi Arabia), Master Trainer at Dell International Services, Lead Trainer at Sykes Asia, Inc, and English and Literature Lecturer at Ateneo de Manila University.

Mr. Tigno earned his Bachelor's degree in Communication Arts from the Ateneo de Manila University and Master's degree in Industrial Relations from the University of the Philippines. He also completed a Certification in Teaching English to Speakers of Other Languages (CELTA) from the University of Cambridge, United Kingdom.

program content

I. Writing for Business

- A. Definition and rationale
- B. Business Writing vs. other forms of writing
- C. Traits of effective business writing
 1. Clarity
 2. Coherence
 3. Conciseness
 4. Accuracy
 5. Audience awareness

II. Forms and Formats of Business Writing

- A. E-mails and letters
- B. Circulars, memoranda, and notices
- C. Releases (news, press)
- D. Minutes
- E. Presentations (i.e. Powerpoint)

III. Writing Workshop

- A. Writing exercises
- B. Peer and facilitator critique
- C. One-on-one coaching and consultation

complementary courses

Delivering Dynamic Presentations

September 19 - 20, 2019

This program shows you how to increase the value of your presentation, whether in informal staff meetings, marketing activities, or large conferences. It concentrates on preparing you to make an impressive presentation.

Technical Writing Skills

November 13 - 15, 2019

This course is for professionals who need to upgrade their professional writing—from the usual business written communication (i.e. letters, memos, e-mails) to more highly specialized documents (i.e. proposals, reports, policies & procedures).