

Workshop on Effective Business Writing Skills

Thursday, April 11, 2019 (9.30 a.m. to 5.00 p.m.)



Venue: AMA Seminar Hall, Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

Perspective: The quality and clarity of your writing plays a major role in the impact of your e-mails, letters and reports. People now have less time and inclination to read intricate correspondence. Hence, you need to get your ideas across in an effective manner that saves time for both you and your reader.

This workshop will sharpen up your communication giving you the confidence to write lucid, crisp and persuasive documents, within the framework of your own personal style. The workshop will help your work in written English to be: Correct, Clear, Courteous, Concise and Conversational.

Content

- 5C's of Effective Written Communication; Writing Persuasively, Concisely and Clearly; Planning & Organizing your Ideas Effectively; Deciding the Layout & Structure of your Document
- Guidelines for Everyday Business Communication; Effective Openings & Endings, Building the Main Body; Selecting the Proper Words & Tone in Communication; Avoiding Common Grammatical and Syntax Errors
- Matching your Writing Style to the Occasion; Preparing Visit Reports & Minutes of Meetings; Responding to Customer Enquiries & Complaints; Interdepartmental Communication – Some Do's & Don'ts
- Professional Image Tips while Writing E-Mails; Mastering E-Mail Conventions & Etiquette; Editing & Structuring your Messages for Impact; Course Summary and Workshop Feedback

Participants: Junior and Middle-level Executives and Managers from all departments - particularly from Sales, Finance, HRD and Marketing. Executive Assistants will also benefit from the workshop

Methodology: Presentation, discussion, and interactive exercises that include work-related writing assignments, error analysis and writing critiques.

Faculty: Mr. Vincent D'Silva, Principal Consultant, Silva Management Services

Vincent has over 25 years of work and consulting experience in reputed organizations in the areas of Strategic Planning, Marketing & Manufacturing. His courses on Communication Effectiveness, Sales & Service Excellence and Leadership Development have been conducted in India, the Middle East & South-East Asia. He is an Engineer from VJTI, an MBA from the S. P. Jain Institute of Management, and has been a faculty at several renowned business schools and corporates in India.

Fee: Rs.1600/- per participant including GST. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of "Ahmedabad Management Association". **If you wish to avail GST Credit, please provide your GST Number. Tax Invoice will be issued on receipt of your GSTN.**

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Registration Form:

Please fill-in and return this form along with participation fee to :

Ahmedabad Management Association, AMA Complex, Ahmedabad 380015.

Phone: 079-26308601-5 • **Mobile:** 9537407187, 7069940917, 7203030990 • **E-mail:** ama@amaindia.org

Website: www.amaindia.org • **Android Mobile App:** AMA-Ahmedabad amaIndia.org

Name(s)	Position
1.	
2.	
Organisation:	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
Address:	
	Pin Code:
Phone:	Mobile:
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