



*Training Course:
English Business Writing*

*28 April - 2 May 2025
Casablanca (Morocco)
New Hotel*

Training Course: English Business Writing

Training Course code: PS235271 From: 28 April - 2 May 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4250 € Euro

Introduction

The 5-Day English Business Writing Training Program designed by Global Horizon Training Center, is meticulously designed to equip professionals with the vital skills and knowledge required to excel in business communication. In today's fast-paced corporate environment, the ability to articulate ideas clearly and effectively is paramount. This program delves into the various facets of business writing, ensuring that participants emerge with a heightened ability to craft impactful, concise, and professional business documents.

Objectives

By the end of this program, participants will be able to:

- Understand the Essentials: Grasp the fundamental principles of effective business writing, including grammar, style, and tone.
- Master Different Formats: Effectively write and structure various business documents like emails, reports, proposals, and executive summaries.
- Develop Persuasive Skills: Learn techniques to craft persuasive and influential business communications.
- Enhance Editing Abilities: Improve self-editing skills and provide constructive peer feedback.
- Apply Real-World Skills: Apply the learned concepts to real-world scenarios through case studies and role-playing.
- Communicate Effectively: Convey ideas more clearly and effectively in a professional context, enhancing overall communication skills.

Methodologies

- Interactive Lectures: Core concepts will be introduced through engaging lectures, ensuring a foundational understanding of business writing principles.
- Group Discussions: To foster collaborative learning and exchange of ideas, enabling participants to learn from diverse perspectives.
- Hands-On Exercises: Practical writing tasks related to everyday business scenarios will be assigned to apply the concepts learned.
- Case Study Analysis: Real-world case studies to analyze and respond to, enhancing critical thinking and application skills.
- Peer Review Sessions: Constructive feedback sessions to develop editing and proofreading skills among peers.
- Role-Playing Exercises: Simulations of business scenarios to practice writing under various business contexts.
- Individual Feedback: Personalized feedback from instructors to help pinpoint areas of improvement.

Target Audience

This program is ideal for:

- **Business Professionals:** Managers, executives, and other corporate professionals looking to enhance their writing skills.
- **Administrative Staff:** Secretaries and administrative assistants aiming to polish their business communication.
- **Marketing and Sales Personnel:** Professionals in marketing and sales who require proficiency in persuasive and clear writing.
- **Non-Native English Speakers:** Individuals in business roles seeking to improve their proficiency in English business writing.
- **Recent Graduates:** New entrants in the corporate world who wish to gain a competitive edge in business communication.

Training Program Outline

Day 1: Fundamentals of Business Writing

- Introduction to Business Writing
 - Importance of clear and concise writing in a business context.
 - Understanding the audience and purpose of business documents.
- Basics of Grammar and Style
 - Common grammatical errors to avoid.
 - Style and tone appropriate for business writing.

Day 2: Types of Business Documents

- Emails and Memos
 - Structure and format of professional emails and memos.
 - Writing for clarity and action.
- Reports and Proposals
 - Essentials of writing business reports and proposals.
 - Organizing content and presenting data effectively.

Day 3: Advanced Writing Techniques

- Morning Session: Persuasive Writing
 - Techniques for persuasive and influential writing.
 - Crafting arguments and proposals to persuade stakeholders.
- Executive Summaries and Briefs
 - Writing concise executive summaries.
 - Distilling complex information into briefs.

Day 4: Editing and Revising

- Self-Editing Techniques
 - Strategies for reviewing and editing your own work.
 - Ensuring clarity, coherence, and conciseness.
- Peer Review and Feedback
 - Engaging in constructive peer reviews.
 - Incorporating feedback for improvement.

Day 5: Practical Application and Workshop

- Case Studies
 - Analyzing and writing responses to business case studies.
 - Group discussions and analysis.
- Final Workshop and Feedback
 - Writing a comprehensive business document incorporating learned skills.
 - Individual feedback sessions with instructors.

Registration form on the Training Course: English Business Writing

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Company Information

Company Name:
Address:
City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
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registration
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