



*Training Course:
Advanced Skills in Writing Administrative Letters
and Correspondence*

*20 - 24 January 2025
Casablanca (Morocco)
New Hotel*

Training Course: Advanced Skills in Writing Administrative Letters and Correspondence

Training Course code: MA235430 From: 20 - 24 January 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction

Administrative letters are one of the most important means of communication in the work environment. They express the vision and strategy of the institution and form an essential part of achieving its objectives. However, some individuals may face difficulties in writing administrative letters due to a lack of mastery of the necessary techniques and methods.

Objectives

- Master sophisticated writing styles and strategies for different types of administrative correspondence.
- Develop a nuanced understanding of audience analysis to tailor communication effectively.
- Enhance their ability to construct clear, concise, and compelling messages.
- Organize complex information logically and persuasively to achieve desired outcomes.
- Utilize advanced linguistic and rhetorical tools to elevate the quality and effectiveness of their administrative writing.

Target Audience

This advanced course is designed for professionals in managerial, executive, and senior administrative roles who regularly engage in high-stakes communication. It is particularly suitable for:

- Senior managers and executives who need to communicate strategic decisions and policies.
- Experienced administrative professionals looking to refine and enhance their writing skills.
- Public relations and corporate communications specialists who craft official correspondence.
- Any professional responsible for drafting critical administrative documents and correspondence.

Outlines

Day 1: Understanding and Analyzing Administrative Letters

- Definition, Importance, and Types of Administrative Letters
 - Introduction to the course and objectives

- Understanding the concept and importance of administrative letters
- Overview of different types of administrative letters
- Identifying the purpose and objective of an administrative letter
- Analyzing examples of effective administrative letters

Day 2: Audience Analysis and Writing Styles

- Importance of Audience Analysis
 - Understanding the recipient's perspective
 - Techniques for analyzing the recipient
 - Adapting writing style to different audiences
 - Practical exercises in audience analysis
- Choosing the Appropriate Writing Style
 - Formal vs. informal styles
 - Tone and language considerations
 - Writing with clarity and precision
 - Case studies and practical examples

Day 3: Advanced Writing Techniques and Quality Enhancement

- Effective Linguistic Structures in Administrative Writing
 - Using active vs. passive voice
 - Crafting clear and concise sentences
 - Avoiding common grammatical errors
- Enhancing the Quality of Administrative Letters
 - Techniques for improving readability
 - Using persuasive language and rhetoric
 - Practical exercises in rewriting and editing
 - Reviewing and critiquing sample letters

Day 4: Utilizing Advanced Linguistic Tools

- Advanced Linguistic Tools in Administrative Writing
 - Incorporating technical terms and jargon appropriately
 - Using advanced vocabulary for precision and impact
 - Practical exercises in applying advanced linguistic tools
- Crafting Impactful Administrative Letters
 - Structuring letters for maximum effect
 - Strategies for emphasizing key points
 - Practice in drafting complex administrative documents

Day 5: Final Analysis, Evaluation, and Feedback

- Analyzing and Evaluating Administrative Letters
 - Criteria for assessing the effectiveness of letters
 - Techniques for self-assessment and peer review
 - Practical exercises in evaluating sample letters
- Final Review and Feedback
 - Receiving and providing constructive feedback
 - Discussing common challenges and solutions
 - Developing a personal action plan for continued improvement
- Course Summary and Certification
 - Recap of key learning points
 - Issuance of certificates to participants

Registration form on the Training Course: Advanced Skills in Writing Administrative Letters and Correspondence

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

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Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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