



*Training Course:  
Business Communication*

*27 - 31 January 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Business Communication

Training Course code: PS235312 From: 27 - 31 January 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4500 € Euro

### Introduction:

Welcome to the Business Communication Course offered by Global Horizon Training Center. This program has been meticulously designed to equip individuals with essential communication skills necessary for success in the dynamic business world. Global Horizon Training Center is committed to providing high-quality professional development, and this course is tailored to enhance your communication proficiency in various business scenarios.

### Objectives:

- Develop effective written communication skills for business correspondence.
- Enhance verbal communication skills for presentations, meetings, and negotiations.
- Foster interpersonal skills crucial for building professional relationships.
- Improve non-verbal communication, including body language and gestures.
- Cultivate active listening techniques to better understand and respond to colleagues and clients.
- Master the art of crafting persuasive messages and delivering impactful presentations.

### Target Audience:

This course is suitable for professionals at all levels, including executives, managers, and employees across various industries. Whether you are a seasoned professional looking to refine your communication skills or a newcomer aiming to establish a strong foundation, this course is designed to meet your needs.

### Outlines:

#### Day 1: Foundations of Business Communication

- Introduction to the importance of effective business communication.
- Overview of key communication models.
- Understanding different communication styles.
- Written communication essentials: emails, memos, and reports.

#### Day 2: Verbal Communication Skills

- Techniques for effective verbal communication.
- Public speaking tips and strategies.
- Conducting successful meetings and facilitating discussions.
- Handling questions and objections professionally.

#### Day 3: Interpersonal Skills in the Business Context

- Building and maintaining professional relationships.
- Conflict resolution and negotiation skills.
- Team communication and collaboration.
- Networking strategies for career growth.

#### Day 4: Non-Verbal Communication Mastery

- Understanding body language and facial expressions.
- Gestures, posture, and eye contact.
- Using non-verbal cues to enhance communication.
- Practicing active listening in professional settings.

#### Day 5: Advanced Communication Strategies

- Crafting persuasive messages and proposals.
- Delivering impactful presentations.
- Tailoring communication for diverse audiences.
- Handling challenging communication situations and crisis management.

## Registration form on the Training Course: Business Communication

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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
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.