



# Business Writing Skills Seminar

## More information

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## Main aim

To help non-native speakers improve their work-related documents.

## Target audience

Business people who have to communicate in English, especially in writing, but perhaps have not considered the aspects of good writing in English.

## Relevance to the participants

To ensure that the content of the course is as relevant as possible to the participants, prior to the seminar the participants should complete a questionnaire about their language learning and use of English, write a letter about their background and submit a recent unedited document they have written in English to the trainer. (Naturally, any confidential information should be removed.)

This information will be assessed by the tutor to enable him/her to give feedback and to design materials relating to the participants' strengths and weaknesses.

## Aims of the seminar

- ▶ to encourage the participants to develop a better awareness of style
- ▶ to help participants become aware of their own strengths and weaknesses
- ▶ to assist participants in gaining an understanding of what makes successful writing
- ▶ to give the participants the ability to produce professional, clear, effective documents more quickly

## Key elements of the seminar

<b>Structure and clarity</b>	Organising information and making it clearer for the reader
<b>Style</b>	Choosing the right level of formality, being concise and consistent
<b>Tone</b>	Choosing the appropriate tone for the mode of communication and the audience
<b>Grammar</b>	Specific attention to typical mistakes of the participants
<b>Functions</b>	Special phrases used for particular purposes
<b>Cohesion</b>	Linking words, reference words, referring backwards and forwards within a document
<b>Plain English</b>	Making sure participants use language designed to inform and not to confuse

## Methodology

Participants are encouraged to look at their own written work and improve their techniques in terms of expression, tone, formality, style and accuracy.

Their writing skills will be developed through a series of written tasks, regular feedback and opportunities to revise and improve their output.

## Programme

### Day 1

- ▶ Introduction
- ▶ What makes effective writing?
- ▶ The writing process
- ▶ Thinking about your reader
- ▶ Typical functions
- ▶ Tone
- ▶ Diplomacy
- ▶ Accuracy (common grammar/vocabulary problems, feedback on pre-seminar input)
- ▶ End-of-day writing task

### Day 2

- ▶ Individual feedback on end-of-day task
- ▶ Proofreading
- ▶ Style:
  - ▶ conciseness
  - ▶ consistency
  - ▶ formality
  - ▶ diplomacy
- ▶ Clarity
- ▶ Plain English
- ▶ Focus on emails
- ▶ End-of-day writing task

### Day 3

- ▶ Individual feedback on end-of-day task
- ▶ Paragraphing and organising ideas
- ▶ Cohesion
- ▶ Connectors and reference words
- ▶ Focus on reports (or other specific documents, e.g. PowerPoint presentations)
- ▶ Accuracy (common grammar/vocabulary problems, general feedback on written tasks)
- ▶ Review and summary

## Outcomes of seminar

- ▶ understand the elements of effective writing
- ▶ have a better awareness of own individual problems and therefore be able to self-correct and write more accurately
- ▶ be able to produce more effective, professional documents
- ▶ have increased confidence and be therefore able to write emails, reports and other business documents more quickly

## The trainer

The trainer has worked in Business English training for over ten years and delivered to a variety of companies across Europe.

## How much will it cost?

The fee is HUF 99,000 + 25% VAT per person.

The fee includes the cost of the course notes and the cost of refreshments. (On the invoice the fees of refreshments are shown separately, the benefit in kind taxes are payable by the client.)

15% discount will be given only for the third and subsequent person from the same company participating on the programme.

## Course date

The course will be held on 22-23 June 2011.

## APPLICATION FORM

(The course is registered as "Business and Commercial English Writing Skills" )

Could you please fill in the application form below and send it by fax: +36 1 451 87 15

Participant personal datas for the adult training contract (according to the 2001 CI. Adult Training Law)	
Name, Surname	Position
Place and date of birth	Nationality
E-mail address	Address
Highest Qualification (for OSAP statistics)	Telephone
Company details for invoicing (if employer covers costs)	
Name	
Invoicing address	
Mailing address	

I apply for the Business Writing Skills Seminar:

99,000 Ft+25% VAT

A Jelentkezési lap Résztevő által aláírt példányának megküldésével a Résztevő elfogadja az Ernst & Young Academy of Business Kft. tréningajánlatát, és kötelezettséget vállal arra, hogy a tréning díját határidőre megfizeti, és részt vesz a tréningen. Az Ernst & Young Academy of Business Kft. a jelentkezést visszaigazolja és megküldi a részvételi díjról a Jelentkezési lapon megadott névre és címre kiállított számlát. A tréningen való részvétel feltétele a részvételi díj kifizetésének igazolása. Az étkezés díja a számlán külön kerül feltüntetésre, a természetbeni juttatások adóját az igénybevevő fizeti.

Az Ernst & Young Academy of Business Kft. lemondást csak írásban, (telefax) a képzés megkezdése előtt legalább 11 nappal fogad el. Ekkor a díj 50%-a jár vissza, egyéb esetben Résztevő a díj teljes összegét köteles megfizetni és a már megfizetett díjat nem követelheti vissza. A dátumok megváltoztatásának és a tréning törlésének jogát fenntartjuk. A tréning törlése esetén a befizetett díj visszajár, egyéb igény azonban nem érvényesíthető.

A felnőttképzési szerződésben megadott adatokat kizárólag az OSAP kötelező statisztikához használjuk fel.

A személyes adatok kezelésére és a kezeléshez történő hozzájárulásra a honlapról elérhető (Jogi közlemény/ Adatbiztonság) adatkezelési szabályok megfelelően vonatkoznak. Adatkezelési nyilvántartási számunk: 02511-0001

Dátum és cégszerű aláírás, pecsét

Employer

Participant

[www.ey.hu/academyofbusiness](http://www.ey.hu/academyofbusiness)

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Ernst & Young Academy of Business Kft.

Budapest

Váci út 20.

Akkreditációs Iajstromszám: AL-1376

Nyilvántartásba vételi szám: 01-0347-05