

# POWER UP YOUR BUSINESS WRITING SKILLS!

17-18 May 2004  
29-30 November 2004  
JW Marriott, Kuala Lumpur, Malaysia

A Practical, Effective and Lively  
Two-Day Workshop  
with **Shirley Taylor**  
Author of 5 Best-Selling Communication Books

Organised by:  
**PARTNERS**  
Conferences Sdn. Bhd.



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One of the biggest challenges in business has always been to communicate effectively, especially in writing. This has become even more crucial in today's fast-paced e-world. In this popular, practical workshop, you will learn how to power up your business writing skills for the 21st Century. You will learn how to organise your words and thoughts on paper, structure your messages logically, present your documents attractively, and improve the format, style, language and tone of all your written communications.

**Power Up YOUR business writing skills today  
with Shirley's popular and engaging workshop!**

## Workshop Objectives

- Identify common problems in today's business writing
- Compare business writing of yesterday and today
- Understand and apply rules of good writing for the 21<sup>st</sup> Century
- Touch up the tone in your communications
- Polish up your professionalism
- Organise your documents logically with Shirley's 4 Point Plan
- Enhance your e-mail skills
- Improve written business documents (letters/memos/faxes/emails)
- Compose effective letters and e-mails that work
- Improve formats and presentation of all business documents
- Increase the impact of your writing and ensure it gets results

## Trainer



**S**hirley Taylor is author of several best selling books: Guide to Effective E-mail, Essential Communication

Skills, Pocket Business Communicator, Communication for Business, Practical Audio Transcription, The Secretary in Training and International best-seller Model Business Letters.

Shirley has become the leading authority in business writing in the Asia Pacific region. She is also a popular speaker at international conferences. 'With over 20 years' experience of teaching and training in the Asia Pacific region, Shirley is very much aware of the common problems that people face in their writing. She makes her workshops interesting and interactive, with participants regularly commenting on her 'lively, humorous presentation' and her 'captivating, participative approach'.

## Methodology

- Presentations, Q&A, quizzes, games, individual exercises, group work
- Analyse and improve real business documents;
- Draft correspondence and replies;
- Win one of Shirley's books in a special game.

## Review of Own Writing

Participants are encouraged to bring samples of their writing to the workshop. These samples will be used to assess individual styles, offer solutions, and improve on the documents that you and your organisation typically produce.

## Who Should Attend?

Executives, Managers, Administrators, Office Managers, Supervisors, Secretaries, Personal Assistants and anyone who wants to write better business documents.

## FREE for All Participants!

Shirley's International Best-Seller  
**Essential Communication Skills**



Participants will also receive a certificate upon completion of workshop.

## Testimonials

*"Not many trainers can be at the same time clear, knowledgeable, exciting, funny and entertaining. Shirley has shown this is possible."*

- Dr Chris Cheah, Ministry of Health, Singapore

*"The whole 2-day training was very captivating. This is the only training in which I did not doze off. There was lots of interaction and good discussion."*

- Steven Lim, Training Superintendent,  
Chevron Oronite Pte Ltd, Singapore

*"The subject is 'dry' by nature, but Shirley has made it come alive! She is full of zest, passion and energy. More importantly, the approach taken is totally engaging, with plenty of practical exercises in class."*

- Amy Leong, People Development Manager,  
StarHub Pte Ltd, Singapore

## Registration Form

To register, contact **Partners Conferences Sdn. Bhd.** at:

Tel: 603-2169 6296

Fax: 603-2169 6168

E-mail: [enquiries@partners-conference.com](mailto:enquiries@partners-conference.com)

Website: [www.partners-conference.com](http://www.partners-conference.com)

## Participant's Details

Name of Delegates	Designation	Email
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

## Approving Manager

Name: \_\_\_\_\_ Designation: \_\_\_\_\_ Email: \_\_\_\_\_

Organisation: \_\_\_\_\_ Address: \_\_\_\_\_

\_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

## Administrative Details

Fee: **RM1,500** nett per person  
(Including tea breaks, luncheons  
and comprehensive manual)

Date: 17 - 18 May 2004

Time: 9:00 am – 5:00 pm

Venue: JW Marriott KL, Malaysia

## Methods of Payment

### Bank Transfer

Account Name : **Partners Conferences Sdn. Bhd.**  
Account Number : 214-231-000-11-851  
Pay to : RHB Bank Berhad  
Address : Plaza OSK, Jalan Ampang,  
Kuala Lumpur, Malaysia

### Cheque

Please make your crossed cheque payable to

**Partners Conferences Sdn. Bhd.**

Kindly mail your cheque and registration form to:  
**Partners Conferences Sdn. Bhd.** (Reg. No. 549988-H)  
Level 36, Menara Citibank, 165 Jalan Ampang,  
50450 Kuala Lumpur, Malaysia