



Training | Conferences | Events | Publications

# Effective Business Writing and Presentation Skills



Upgrade and enhance your communication skills to the next level

Karachi:  
12 March 2008  
Sheraton Hotel & Towers

Lahore:  
14 March 2008  
Pearl Continental Hotel

Timing:  
9:00 am to 5:00 pm

## Key Benefits

- Deliver practical examples of what to write and what not to write when informing, inviting, inquiring or confirming through emails or memos
- Turn critical communication situations into opportunities to build trust and achieve results
- Enable managers and staff to get across concise messages with immediate follow-through on part of the receiver
- Feel confident to communicate at work

Register Online

[www.octara.com](http://www.octara.com)

Tel: +92-21-4534261, +92-21-4536315, Cell: 0300-8275351,  
Fax: 021-4520708, 021-4546639, E-mail: [register@octara.com](mailto:register@octara.com)



### What Karen's participants have said about this course

"Thank you for assisting our team in coming up with great solutions on how to address 'pre-empting problems and coming up with solutions' in our presentation to our Senior Management staff' Philip Morris International

'Karen your formula for writing memos has reduced my writing time by over 75%'  
Marcio, IT, Brazil



### Karen Has Trained Participants from

- CresBank
- United Bank Ltd
- Habib Bank Ltd
- National Bank Pakistan
- Citibank
- NIB Bank
- Eli Lilly
- Arif Habib Investments
- ATCO Laboratories
- PICIC Investment Bank
- ABN - AMRO Bank
- NCHD
- SECP
- ORIX Leasing
- Ufone
- Mobilink
- Pakistan Cricket Board
- Philip Morris International (Lakson Tobacco)

# Karen S. Allawala

Course Facilitator



Karen Allawala began her training 30 years ago in the USA speaking from different podiums advocating the importance of soft skills training in the work place. Her innovative ways of communicating with participants and engaging them to learn new ways to think, continue to have superb results.

Throughout her early public speaking and coaching career, Karen managed her own direct mail company. She has also spoken on various radio talk shows.

Her corporate clients in USA included; Continental Airlines, Allied Memorial Bank, Williamsburg Bank, Houston Light and Power Co., and Texas Instruments.

Karen specializes in areas of Business Writing, Presentation and Interviewing Skills, High-Powered Sales, Leadership, Managerial Skills, Mediation, Psychometric Testing, Work Life Balance, Social Etiquette, Scenario Planning, Team Building, and Motivation. In Pakistan she is the Chief Executive Officer, Gulfstone Training. While living in Pakistan, Karen introduced a new formula to assure clarity and focus in business communication. This method triggered general acceptability in Pakistani corporate circles especially in the rapidly growing telecommunication and financial services industries. Karen developed a unique business writing program that revolutionized the way people write in business environments. She also counsels numerous senior executives in interviewing techniques for effective hiring and facilitates workshops on dealing with difficult customers, closing sales, and making sales strategy.

## The Importance of Writing and Presenting



The effectiveness of communication whether written or spoken will dictate whether people will respond positively or negatively. A perfectly orchestrated business letter can move mountains while average, typical or poor letters will produce the antithesis - no effect, or something worse.

The reader takes a written piece very seriously, and ruthlessly holds the author responsible for any imperfections of grammar. Excellent writing can impress others when done precisely and can persuade anyone to do almost anything. Just because an executive appears very intelligent and knowledgeable does not mean they can write like a professional writer.

This unique workshop focuses on the specific application of powerful written and spoken communication that will influence the most critical, sensitive, and challenging face-to-face encounters with bosses, managers and staff with whom you confront everyday at work.

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## Objectives:

Throughout this course the participants will learn the importance of word choice in achieving the two objectives of business writing:

- 1 - Communicating clearly and completely the specific goal of the message
- 2 - Projecting the goodwill aspect of the writer and the company through the tone and phrasing of the chosen words

## Course Content:

- ✓ Systematically train participants in writing memos, and reports
- ✓ Practice writing concise instructions
- ✓ Practice assertive language when communicating either orally or written
- ✓ Identify and differentiate key components in passive, wordy and vague language
- ✓ Understand how direct writing influences willingness in others to receive messages
- ✓ Provide opportunities to practice active writing and presentation skills
- ✓ Organize message information to create an effective introduction, body, and conclusion
- ✓ Strengthen your message's introduction by creating a clear content preview, gaining the readers' attention and establishing specific and personal benefits to them

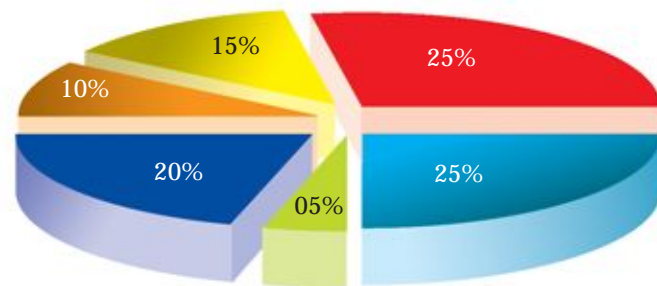
## The Participants will walk away with:

- A perfect formula that allows the reader to read their messages with complete understanding
- Knowing how to write objectives for a presentation
- Understand your intent for writing your letter or memo
- Know how to inform or influence people when making a presentation
- The best editing skills
- Knowing how to spot if their memos have missing information
- Know how to respond to a message in writing or a tough audience when presenting
- Know how to handle questions at the end of a presentation



## Training Methodology

- |                    |                        |
|--------------------|------------------------|
| ■ Lectures         | ■ Classroom Simulation |
| ■ Exercises        | ■ Role-plays           |
| ■ Group Discussion | ■ Games                |



## Who Should Attend

This Business Writing and Presentation Skills Course is for all senior and middle level corporate executives who come in frequent contact with clients and customers and wish to refine their written and oral communication skills.

Participants are requested to bring their Laptops for hands-on classroom simulation exercises

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## Registration & Payment Options

- E-mail or Fax your nomination(s) to:  
E-mail: [register@octara.com](mailto:register@octara.com)  
Fax: 021-4520708, 021-4546639
- Send us your:  
Name, Designation, Organization,  
mailing address, phones, fax and e-mail
- Send your cheque in favour of  
"Octara Private Limited" to:  
Muhammad Imran Anwer  
Octara Private Limited  
2/E-37, Block-6, P.E.C.H.S., Karachi.  
Tel: 021-4534261, 021-4536315,  
Cell: 0321-2670041

To view reports on our past training workshops and events log to [WWW.Octara.com](http://WWW.Octara.com)

## Registration Note

Participation will be confirmed subject to receipt of payment.

## Cancellations

At least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another Octara course within the next 12 months. In the event of unforeseen circumstances, Octara reserves the right to cancel or postpone the event.

## Workshop Investment

(per participant)

1-2 nominees Rs. 8,500

3 + nominees Rs. 7,900

Includes course material, Octara certificate, lunch, refreshments & business networking

## BRING

Effective Business Writing and Presentation Skills

## In-house

This workshop can be customized to suit specific needs of your organization at significant savings! Please contact Muhammad Arif at [marif@octara.com](mailto:marif@octara.com) or call at 0300-8275091 for more details

## Up Coming Programs - Book your seat TODAY!

### PowerTalk!

**Saadi Insha**  
21 February 2008, Lahore  
22 February 2008, Karachi

### Building Organizational Loyalty

**Ramiz Allawala**  
18 - 19 March 2008, Karachi  
7 - 8 April 2008, Lahore

### Budgeting & Budget Control of the HR Function

**Paul Walsh, UK**  
17-18 March 2008, Karachi  
20-21 March 2008, Lahore

### Creativity & Innovation for Business

**Sandra Reeves, Singapore**  
24 March 2008, Karachi

### Leading for Results

**Saadi Insha**  
19 March 2008, Lahore  
21 March 2008, Karachi

### IT Leadership Development Program

**David McKean, UK**  
27 - 28 March 2008, Karachi

### Strategic Marketing Management

**Ian Ruskin Brown, UK**  
3 - 4 April 2008, Karachi

### Sales Excellence & Sales Force Management

**Haseeb Hasan**  
9 - 10 April 2008, Karachi

### Effective Succession Planning

**William J. Rothwell, Ph.D, USA**  
14-15 April 2008, Karachi  
17-18 April 2008, Lahore

### Six Thinking Hats®

**Dr. Sunil Gupta, UAE**  
April 2008, KHI & LHE

*\*Octara reserves the right to change courses, dates, content or method of presentation.*



Octara Private Limited is an independent enterprise and a Business Information Management company of the

Tranzum Group specializing in Corporate/Management Training & Workshops, Seminars & Conferences, Event Management, Publications and Public Relations. Octara has to its credit events such as the landmark 10th Management Convention MAP, the 10th General Meeting of the Asia Pacific CSD Group, Valuing the People Factor Conference, The Media & Marketing Festival just to name a few and numerous workshops and seminars with world-class speakers in Dubai, Karachi, Lahore and Islamabad.

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