

Business Communication

(Series)

Mastering the Art of Business Writing

November 22, 2014 - Royal Palm, Lahore | November 24, 2014 - Mövenpick Hotel, Karachi | 09:00 a.m. - 05:00 p.m.

Workshop Overview

Clear and concise business writing skills are a necessity and a core need for organizational success. Unfortunately, employees often devote hours each day struggling to express their thoughts and recommendations in writing. With awkward sentence structure, poor organization and murky language, most written communication drops off the radar due to a clutter of information that doesn't make any sense.

"Mastering the Art of Business Writing" is a program that will help you in organizing your thoughts, getting off to a quick start and then communicating persuasively in any situation and in any form of written communication. It will enable you to streamline your writing, get to the point, while maintaining courtesy and professionalism.

This one day program is designed to be fast-paced, jam-packed with activities and role plays, interactive and full of tips and techniques you can use immediately in your written communication.

Learning Outcomes

- ✔ Speed up the writing process when writing business documents
- ✔ Organize your ideas and conclusions coherently when writing
- ✔ Develop a professional, reader-friendly written style when writing
- ✔ Expand your range of language when writing business documents
- ✔ Edit your own and others' business writing more effectively
- ✔ Improve the presentation of your business writing

Who Should Attend?

This workshop has been designed for employees and managers across organizations in need of learning or polishing their written business communication skills and developing a more professional business writing style.

✔ ...only from Octara!!!

For Details & Registration

Karachi 021-34536306-12-14, 021-34547141 | Lahore 042-35763063 - 64
register@octara.com | www.octara.com

BONUS LEARNING:
Participants will Get
Exclusive Post-Workshop
guidance and feedback on
weekly based assignments
from the Trainer for a whole
month absolutely
FREE!



Course Facilitator:

Kanwal Akhtar

MBA, Marketing - IBA Karachi, A
researcher on employee
engagement and enablement

Significant experience in
prestigious organizations: DHL,
Reckitt Benckiser,
Colgate-Palmolive and Engro

Successfully trained over 1000
professionals on personal
effectiveness, business
communication and marketing

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With a Major in Marketing from IBA Karachi, Kanwal is an experienced trainer in the field of Marketing and Communication. Because she loves what she does, Kanwal happily merges her work and non-work time such that she is in online mode almost always. Her working style includes attention to details, diligence in implementation and concern for stakeholders. She has successfully generated several business relationships with HR across the country and maintains them with exemplary diligence. She moved into the training world and accumulated a large following in a short span.

Kanwal has significant experience in the fields of Marketing and Communication. She has hosted a multitude of events and has remained an active debater. Having worked in the Marketing Departments of prestigious organizations like Reckitt Benckiser, DHL, Engro-Polymer and Colgate-Palmolive, she has worked on projects concerning nation-wide BTL campaigns, Internal Branding and high budget ad campaigns.

She has taught marketing related courses including “Persuasive Marketing” and “Marketing through Social Media,” which are now a regular part of the IBA Skill Development Program.

Having always been passionate about Marketing, when she is not conducting training sessions, Kanwal is also working at Digital Tribe a Social Media Agency as a Business Development Manager.

It's large but it's still personal' - With a passion to connect to people and contribute to their lives, Kanwal spends most of her available time listening and coaching. Her trainings are a reflection of her beliefs: philosophy with energy, discussion with empathy and simulations with reality. She enjoys and is applauded for her trainings on Business Communication. The participants of Kanwal's trainings and workshops are from various organizations and a myriad of industrial sectors. Her course on “Marketing through Social Media” was specifically designed for small businesses wanting to gain exposure and business on social media platforms.

With a spark in her eyes and smile on her face, Kanwal is destined to turn minds for the better and bring about a difference.



She is very knowledgeable and undoubtedly an expert in her domain and she delivered the content very effectively. We learned a lot from this course.

Muhammad Jamil Akbar (GM-Import & Sales, CONTRACK (Pvt.) Ltd.)

I believe Kanwal has got good potential to deliver the knowledge and makes sure that she makes the class an interactive one. I must say that I will love to participate in all courses by Kanwal.

ZubairKarim (CEO, Naphco Pakistan Private Limited)

"Hats off to Kanwal!"

Reginald D'Souza, BayView College



Course Agenda

Session 1:

Getting started! – Some Basic Pre-Writing Strategies that work every time!

- Introduction to various communication channels and systems
- Barriers to communication and what causes them
- Identifying your own natural writing style for better communication
- Writing your way to success: The 4ps for written communication
- Implementing AIDA
- The power of “Listening,” for effective written communication

Session 2:

Basic Writing Rules and Tips

- Simple pain-free grammatical rules that everyone has to follow to write well
- Basics to paragraph forming and writing
- The top 10 written communication fiascos!
- Why you should never “write like ya talk”!
- Responding to business letters in different situations
- PRACTISE SESSION

The Secret to Writing Effective Emails

Session 3:

Memos and How to Draft them

- Drafting effective memos

Guarantee Successful Meetings: Managing Agendas and Minutes

- Creating agendas and how to take down minutes for meetings

Developing Comprehensive Business Reports

- Writing business reports: rules and guidelines for format and different sections
- PRACTISE SESSION

Session 4:

Post-Writing Techniques to Clean Up Your Writing

- Eliminating Wordiness
- Simple proofreading and editing tips for writing perfection
- Improving Readability: Cutting the length and using the “Altitude Test”
- Brainstorming tricks and tactics for fast approaching deadlines and writer’s block

Creativity, Speed and Change

November 22, 2014 - Mövenpick Hotel | Karachi

Top 5 Learning Outcomes:

1. **LEARN** how the world of business has changed in recent times
2. **EXPLORE** the secrets of today's winning companies-large & small
3. **REVIEW** exciting new technologies you should be adopting
4. **RESET** your company culture to be a winner in these times
5. **DEVELOP** and build an effective culture of change

Course Director:

Roger Harrop



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Workshop Investment

PKR **12,000/-**

(Fee per participant) (+15% GST)

Fee includes course material, Octara Certificate, lunch, refreshments & business networking

BONUS LEARNING:
Participants will Get
Exclusive Post-Workshop
guidance and feedback on
weekly based assignments
from the Trainer for a whole
month absolutely
FREE!

For Registration & Details

Phone : 021-34536306-12-14, 021-34547141 (KHI)

042-35763063 - 64 (LHE)

Fax : 021-34520708

Email : register@octara.com

Web : www.octara.com

Payment

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration.

Note: Full payment must be received in advance to confirm enrollment.

Send your cheque in favor of
Octara Private Limited
Muhammad Imran Anwer
Octara Private Limited
1/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

Bring **Business Communication** In-House

This workshop can be customized to suit specific need of your organization at significant savings.

Please contact Jason D'souza at jason.bosco@octara.com or call at 0332-2422732 for more details

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 tinyurl.com/octaratrainings

 facebook.com/teamoctara

 twitter.com/teamoctara

 youtube.com/octaratraining

Public Training Calendar November 2014

Effective Budgeting & Cost Control

by Nadir Jamal

November 1, Karachi

Course Fee: PKR 17,000/-*

Executive Secretaries & PAs Workshop

by Arshi Ahmad-Aziz

November 1, Lahore

Course Fee: PKR 15,000/-*

Bridging Generations @ Workplace

by Dr. S. A. Rab & Mansoor Soomro

November 8, Lahore

Course Fee: PKR 17,000/-*

Emotional Intelligence @ Workplace

by Dr. S. A. Rab

November 14, Lahore, November 15, Karachi

Course Fee: PKR 17,000/-*

Creativity, Speed and Change

by Roger Harrop

November 22, Karachi

Course Fee: PKR 25,000/-*

Building Successful Team

by Enam ur Rehman

November 21, Karachi, November 26 Lahore

Course Fee: PKR 15,000/-*

“Nurturing the Future” (Mentoring to make a Difference)

by Ramiz Alawala

November 29, Lahore, December 1, Karachi

Course Fee: PKR 17,000/-*