**EFFECTIVE BUSINESS WRITING**

**PROGRAM DESCRIPTION**

In these days of heaping emails and competing ideas and propositions, how can your message stand out? Getting your message through requires clear and concise communication. For this, having solid business writing skills is a must.

The **Effective Business Writing** workshop will equip you to structure your thoughts and represent your ideas in in a clear, professional, and polished manner. Interact with clients and colleagues with clarity when you learn and apply the essentials of communicating clearly and confidently.

**LEARNING OBJECTIVES**

At the end of this workshop, participants are expected to:

* Develop confidence in written communication
* Review techiques and styles of effective business and technical writing
* Review e-mail tips for a more professional interaction with clients, customers and colleagues.

**WHO SHOULD ATTEND**

1. Professionals who interact with clients very often
2. Those who want to learn the difference between academic and business writing;
3. Those who write technical reports and would want to make their writing more non-technical;
4. Employees and managers who want to create good personal and corporate branding through professional writing skills.

**PROGRAM OUTLINE**

**I.  Setting the Tone**

Introduction

Expectation Setting

Ground Rules

Self-Assessment and Benchmarking

**II.  Module 1: Eight C's of Written Communication**

Subject-Verb Agreement Rules

Punctuation Marks

Use of simple and concise words

Vague and Tentative statements

Writing Organization

**III. Module 2: The Writing Pyramid**

Planning what to write

Developing a draft

Editing a draft

Revising and Proofreading

**IV. Module 3: Writing Professional E-mails**

Professional E-mail rules and tips

**V.  Module 4: Summary**

**PROGRAM FACILITATOR**

**EJ Zara** is a professional executive coach who has designed and delivered high-powered, globally accredited development trainings and coaching. He has been tapped for his expertise in organizational strategic management and planning by companies such as Nike, Accenture, Philhealth, SSS, Board of Investments, Philippine AXA Life, Vishay Philippines, Inc., Philippine Heart Center, Intellectuall Property Office of the Philippines, Asiawide Refreshments Corporation, GMA, Social Housing and Finance Corporation, among others.

EJ is known for his trainings on leadership, team-building, communication and operations management. He has extensive knowledge in different fields in organization psychology such as Experimental and Social Psychology necessary in the formulation of marketing strategies and field studies - an added value he shares to his training engagements.

He also has extensive professional experience in sales and marketing for various niche markets, serving in top posts of the sales and marketing departments of Philamlife. Currently, he is a managing partner of entrepreneurial solutions, Rooster Manila, Co., and a Management professor in Enderun Colleges.

EJ has been certified in coaching and global leadership by American Management Association, International Coaching Federation and Thunderbird School of Global Management. He has a Bachelors Degree in Psychology from University of the Philippines, and took his Masteral Degree in Business Administration at the Ateneo Graduate School of Business.

**RESERVE-NOW-BEFORE-IT'S-TOO-LATE! FORM**

**TO REGISTER:**

1. Fill out the form below and email us at [seminars@saltandlight.ph](mailto:seminars@saltandlight.ph)

2. Send the form together with your company check to

**Breakthrough Leadership Management Consultancy, Inc.**

**2/F HPL Building, 60 Sen. Gil Puyat Avenue, Makati**

**TO INQUIRE:**

1. Call 830 2191 or 813 2732, look for Juliet

2. Email us at [seminars@saltandlight.ph](mailto:seminars@saltandlight.ph)

**6TH EFFECTIVE BUSINESS WRITING**

**Facilitated by EJ Zara**

July 30, 2019 | 9:00 AM to 5:00 PM |Joy~Nostalg Hotel & Suites Manila, Ortigas Center

*//source: Effective Business Writing6\_EJ Zara\_July 30, 2019\_OP\_07-09-19\_announce3*

**YES!** Please register \_\_ participant(s) for this seminar/workshop!

**LEARNING INVESTMENT:**

|  |  |
| --- | --- |
| ~~[  ]~~ **~~Best Buy Rate:~~** ~~Php 6,277 +12% VAT until June 20, 2019~~ | [ ] **Early Bird Rate:** Php 6,777 +12% VAT until July 15, 2019 |
| [  ] **Regular Rate:** Php 7,277 +12% VAT | [  ] **Walk-in Rate:** Php 7,777 +12% VAT |

[ ] **Get 1 FREE SEAT by booking for 3 SEATS**

**Workshop fee includes**:

* AM & PM snacks
* Lunch
* IDs
* Manuals
* Certificates

**TERMS:**

1. Participants availing of the **Best Buy Rate or Early Bird Rate** will be given five (5) working days to settle their fees after the promo deadline. Next applicable rate shall apply if the participant fails to settle his/her fee within the five (5) working day period.
2. **Gift Certificates/Discount Vouchers** from Breakthrough Leadership or Salt & Light Ventures shall only be applied on the Regular Rate. All other promos (2 or 3+1 promo, Group and Suki discounts) are not applicable when GCs or vouchers are applied.
3. **Cancellation** seven (7) working days before the event, whether paid or unpaid, or a no-show during the event will not be honored. Failure to inform of your cancellation before the seven-day deadline will result to 30% charge to your account. This will serve as secretariat and banquet fee. Cancellation should be in writing and emailed or faxed to us.
4. Seminar participation may be transferred to another person in the same company.
5. If you wish to move your reservation to another seminar happening within the calendar year, please note that the rate of your updated seminar choice will be applied. Should the prevailing rate be higher than the initial learning investment already paid for, please settle the balance prior to the seminar date. Promo seats cannot be moved or transferred to another date or seminar.
6. We reserve the option to cancel or reschedule an event if minimum number of participants is not reached.
7. This reservation form, when completed, may also serve as your billing invoice.
8. All seminar fees must be prepaid.

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| --- |
| **COMPANY DETAILS** |
| **NAME OF COMPANY/ORGANIZATION(BIR-REGISTERED NAME)** |
|  |
| **COMPLETE ADDRESS (Address:Flr/Bldg/St.Village/Bgy./City)** |
|  |
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| **INDUSTRY** |
|  |
| **PRODUCT/SERVICES OFFERED** |
|  |
| **WEBSITE                                                 COMPANY TIN# (REQUIRED)** |
| **[  ] VAT      [  ] Zero-Rated or VAT Exempt** |

*\*For zero-rated or VAT exempt companies, please include your Certificate of Exemption or PEZA registration. Provide Form 2307 or Certificate of Tax Withheld if payment done with tax withheld. Please withhold only 2% as we are classified as suppliers or contractors of services.*

**RESERVING OFFICER'S DETAILS       [  ] MR      [  ] MS      [  ] MRS      [  ] DR      [  ] PROF**

|  |
| --- |
| **FULL NAME** |
|  |
| **NICK NAME** |
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| **CIVIL STATUS:  [  ]Single   [  ]Married** |
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| **JOB TITLE/POSITION** |
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| **TELEPHONE #                                                    FAX #** |
|  |
| **MOBILE #                                                            EMAIL ADDRESS** |
|  |
| **PERSONAL TIN *(for personal reservation)*** |

**PARTICIPANT'S DETAILS**

**PARTICIPANT 1                  [  ] MR       [  ] MS       [  ] MRS       [  ] DR       [  ] PROF**

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| **FULL NAME** |
|  |
| **NICK NAME** |
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| **CIVIL STATUS:  [  ]Single   [  ]Married** |
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| **JOB TITLE/POSITION** |
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| **TELEPHONE #                                                    FAX #** |
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| **MOBILE #                                                            EMAIL ADDRESS** |
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| **PERSONAL TIN*(for personal reservation)*** |

Pls. check if:   [  ] Vegetarian   [  ] Food Allergy:  ­­­­­\_\_\_\_\_\_\_\_\_\_ [  ] Senior Citizen    [  ] Pregnant    [  ] PWD

**PARTICIPANT 2              [  ] MR       [  ] MS       [  ] MRS       [  ] DR       [  ] PROF**

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| **FULL NAME** |
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| **NICK NAME** |
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| **CIVIL STATUS:  [  ] Single   [  ] Married** |
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| **JOB TITLE/POSITION** |
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| **TELEPHONE #                                                    FAX #** |
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| **MOBILE #                                                            EMAIL ADDRESS** |
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| **PERSONAL TIN*(for personal reservation)*** |

Pls. check if:   [  ] Vegetarian   [  ] Food Allergy:  ­­­­­\_\_\_\_\_\_\_\_\_\_    [  ] Senior Citizen    [  ] Pregnant    [  ] PWD

**NOTE:**

* For more than two (2) participants, kindly add more sections to the registration form.
* Putting your mobile number is optional. It's only to be used in case we need to confirm or inform delegates of urgent, last minute changes and in case of emergencies, i.e. weather disturbances, speaker changes, etc.
* Kindly indicate your own TIN if making a personal reservation.
* Inform the secretariat by emailing [seminars@saltandlight.ph](mailto:seminars@saltandlight.ph) if the seminar seat will be transferred to another participant within the same company.
* **Billing processing** takes two to three (2 to 3) working days upon receipt of your reservation.
* Please reconfirm your reservation if you do not receive your billing or any confirmation from us through email, call, or SMS.
* For **invoice/OR** concerns, please call Irene at (02) 889-1111 local 765.

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**KINDLY SELECT ONE OF THE FOLLOWING PAYMENT METHODS:**

[  ] **By Cheque.** I will send check payment to your office on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

[  ] **By Pick-up.** Please pick-up our check on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (time/date).

***Made payable to Breakthrough Leadership Management Consultancy, Inc.***

[  ] **By Bank Deposit.** (Scan copy of deposit slip with your name and seminar title and send to seminars@saltandlight.ph)

     Kindly remit the money to the following. bank details:

     Company Name: Breakthrough Leadership Management Consultancy, Inc.

     TIN #: 008-524-715-VAT

     Account #: BPI CA#3711-0082-83, Gil Puyat, Makati Branch

     Account #: Chinabank CA#143-176931-7 Gil Puyat, Makati Branch

**GROUP DISCOUNTS:**

Knock off a couple of pesos off our rates when you register in groups! Call us to inquire about our group discounts.

\* 3 delegates - Less P 300 per delegate

\* 4 delegates - Less P 400 per delegate

\* 5 or more delegates - Less P 500 per delegate

**SUKI DISCOUNTS & INCENTIVES:**

Salt & Light Ventures' regular customers get an additional P500 discount per person when booking on top of Early Bird Rates and Group Discounts.

*Please note that our regular Group Discounts and Suki Discounts & Incentives are not applicable with our 2+1 and 3+1 promos.*

**IN-HOUSE:**

We'll bring this workshop right at your base - customized and personalized to fit your training needs. Grab this opportunity to train your whole staff and attain results faster and simultaneously. Call 830 2191 and look for Jenna or Kevin, or email [seminars@saltandlight.ph](mailto:seminars@saltandlight.ph) for more details.