

# BUSINESS WRITING

SEPARATELY BOOKABLE SEMINARS

**Train Your Team**  
see group discount details on back page

## Clear Business Writing

2 November 2011, Auckland  
16 November 2011, Wellington

- Learn how to deliver clear and concise messages, eliminating unnecessary over-writing and verbosity
- Create logical structures that will help readers understand your message.

**Colleen Trolove**



## Grammar for Business

3 November 2011, Auckland  
17 November 2011, Wellington

- Learn to communicate with grammatical correctness in business writing

**Nick Read**



## Advanced Business Writing

10 & 11 November 2011 – Auckland  
30 November & 1 December 2011 – Wellington

- Develop your ability to write clear, persuasive and accessible business documents
- Gain tips and templates for professional business writing

**SECURE YOUR PLACE TODAY!**

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# Clear Business Writing

2 NOVEMBER 2011, SEBEL HOTEL, AUCKLAND • 16 NOVEMBER 2011, AMORA HOTEL, WELLINGTON



## COURSE OUTLINE

### Choose your Words Carefully

- Use precise, everyday words
- Explain technical terms
- Avoid jargon
- Avoid noun strings
- Repeat your first-choice word
- Use pronouns carefully

### Remove Clutter

- Use working words—edit glue words
- Shorten wordy phrases
- Start sentences with the topic of the sentence
- Build sentences on verbs

### Choose a Style that Creates an Appropriate Tone

- Make the right style choice
- Create an appropriate tone
- Make sure your tone matches your organisation's brand

### Prefer the Active Voice

- The difference between active and passive voice
- The effect of active and passive voice
- The danger of writing in passive voice
- When the passive voice is appropriate

### Write Short, Straightforward Sentences

- Use short sentences
- Aim for one main idea in each sentence
- Place the main idea first in longer sentences
- Place the main verb early in the sentence
- Avoid inserting important information between two commas

- Keep your ideas in sequence
- Use transition words and phrases
- Use lists where appropriate

### Think and Plan Before you Write

- The five parts of the writing process
- Who is the reader?
- Why am I writing and what do I want to achieve?
- What do I want to say?
- What is the best order for my main messages?

### Use a Logical Structure

- Avoid an academic structure in business writing
- Place main messages before details
- Structure easy-to-read paragraphs
- Use headings to guide your reader

### Use Effective Presentation Techniques

- First impressions are powerful
- Handy tips

Facilitated by **Colleen Trolove**



**OTHER COURSES YOU MAY ALSO BE INTERESTED IN:**

**Finance for Non Financial Managers  
November 2011**

**Contract Law for Non Lawyers  
November 2011**

**Business Law for Non Lawyers  
November 2011**

# Grammar for Business

3 NOVEMBER 2011, MERCURE HOTEL, AUCKLAND • 17 NOVEMBER 2011, AMORA HOTEL, WELLINGTON



## COURSE OUTLINE

### The Parts of Speech

- The role of each part of speech in a sentence
- The most useful parts of speech for business writing
- Pitfalls to avoid

### Effective Sentence Construction

- The three basic sentence types
- The best sentence types to use for business writing
- Using punctuation correctly in a sentence

### Common Errors and Special Problems

- Commonly misused words, e.g. affect and effect
- Subject-verb agreement
- Noun-pronoun agreement
- Pronouns and case
- Writing numbers correctly
- Parallel structure—including bullet-pointed lists
- Identifying misplaced and dangling modifiers
- Tense agreement
- Modern punctuation conventions

### Facilitated by Colleen Trolove



## IN-COMPANY TRAINING SOLUTIONS

If six or more staff in your organisation would benefit from training, you should consider our customised in-house solution.

#### Some of the benefits of our in-house events include:

- Cost effective: Save up to 40% on costs over public training
- Time efficient: Flexible timing and locations to suit your needs
- Tailored to your needs: You can provide input into the content in accordance with your unique training needs
- Interactivity: You can participate in discussion of day-to-day experiences and organisational problems in confidence
- Packed with valuable advice from our highly trained instructors

To find out more, please call (09) 912 3610 or email [mike@brightstar.co.nz](mailto:mike@brightstar.co.nz)



## GROUP DISCOUNTS

Register any two people on any two 2-day courses from your organisation and get a **\$500** discount off the combined ticket price or register 3 people on any two 2-day courses and **save \$1000** off the combined ticket price.

# Advanced Business Writing

10 & 11 NOVEMBER 2011 – MERCURE HOTEL, AUCKLAND • 30 NOVEMBER & 1 DECEMBER 2011 – MUSEUM HOTEL, WELLINGTON



## COURSE OUTLINE

### Writing Plainly and Concisely

- What constitutes Plain English?
- How to get your message across clearly and simply
- Ensure that your paragraphs link logically
- Develop a logical structure
- Keep your style and tone appropriate when writing

### Business Letters and Shorter Documents (Traditional and Email)

- Letter and email etiquette
- Structures and formats, beginning and endings
- Different types of letters
- Breaking bad news
- Handling angry clients/staff
- Writing and reading on-screen

### Clear and Compelling Proposals and Business Cases

- Principles of effective proposal/business case writing
- Organising your proposal/business cases
- Establishing the objectives
- Promoting and presenting your proposal/business case

### Business Report Writing – Informative and Persuasive Reports

- Gathering materials for reports
- Logical sequencing - organising and grouping material
- Structuring a persuasive/informative report
- Choosing a suitable reporting format
- Layout guides to create the impact you want
- The effective display of graphs, charts and tables

### Presentations

- Presentation planning
- How to write a presentation that is easy to remember
- Creating effective beginnings, middles and ends
- Designing high impact slides
- How to structure hand-outs and note

Facilitated by **Nick Read**

## COURSE TIMES

Day 1 8.30am Registration & Coffee

Days 1 & 2 9.00am Start - 5.00pm Finish

Refreshment breaks, lunch and workbook material will be provided.



## ABOUT THESE COURSES

### Clear Business Writing

It's no coincidence that the clearest writers in most organisations are the people at the very top.

Clear writing is evidence of clear thinking.

And good manners. Wouldn't you rather read a report that was clear than cluttered? In a business world where managers have less time than ever to hack their way through tangled verbiage, they're grateful to the executive who can get to the point—fast.

If you can write clearly, tightly, and politely, you'll boost your chances of being spotted as a clear thinker. (And we know where they end up, don't we?)

Clear Business Writing is a hands-on course that will improve your paper manners. Whatever you write at work, this course will help you write it much more clearly.

### Grammar for Business

Wherever we work, in one sense we're all builders—of sentences. Grammar is our building code.

Just as a conscientious carpenter takes care to sand rough-sawn edges to protect the client from splinters, so the considerate business writer must do the hard mental yards—so readers won't have to.

Grammar for Business will decode the grueling grammatical lingo, clarify the do's and don'ts, improve your grasp of punctuation, and make you a more logical, likeable, even-more-employable writer. Whatever you write at work, this refresher course will help you write it better.

### Advanced Business Writing

Ineffective business writing (and reading) is one of the biggest time-wasting culprits. It also creates confusion that could potentially cause misunderstandings between both the writer and reader.

The principles of academic writing that many managers have been accustomed to are very different to modern day business writing. Business demands clarity and brevity, especially in today's world of information overload.

Unlike some writing courses, Advanced Business Writing focuses less on the mechanics of writing and more on specific types of business writing. You will work through templates of various types of business documents to enable you to write easily with impact.

### Colleen Trolove



An English language expert for most of her career, Colleen is a trainer for Write Limited. Colleen designs and delivers training in all aspects of business writing, and has a strong background in fine-tuning the expression of people who use English as a second language. She is also a self-confessed grammar and punctuation 'geek'.

An energetic and innovative trainer, Colleen creates supportive learning environments where she encourages participants to challenge themselves to improve. She enjoys working with a wide variety of business people in the public and private sectors. Colleen is comfortable working with all levels of an organisation to make writing more successful.

### Nick Read



Nick Read has worked in a wide range of organisations, from government departments and local bodies to medium sized entrepreneurial companies.

Nick has a prolific background in teaching, television production, sales and corporate communications. His studies of adult learning processes, such as accelerated learning and Neurolinguistic Programming make his interactions with people particularly effective.

A dynamic and captivating facilitator, Nick is committed to guiding and helping you achieve the results you want from this course.

Priority Booking Code

Customer Number

## BUSINESS WRITING

Clear Business Writing

Grammar for Business

Advanced Business Writing



Brochure Code: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

### First Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) \_\_\_\_\_ Last Name \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

- Clear Business Writing
- Grammar for Business  [Please indicate city](#)
- Advanced Business Writing  Auckland  Wellington

### Second Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) \_\_\_\_\_ Last Name \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

- Clear Business Writing
- Grammar for Business  [Please indicate city](#)
- Advanced Business Writing  Auckland  Wellington

### Third Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) \_\_\_\_\_ Last Name \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

- Clear Business Writing
- Grammar for Business  [Please indicate city](#)
- Advanced Business Writing  Auckland  Wellington

### Company Details

Company Name \_\_\_\_\_

Postal Address \_\_\_\_\_ City \_\_\_\_\_

Name of Approving Manager \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

Booking Contact \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

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**ONLINE:** Visit our website: [www.brightstar.co.nz](http://www.brightstar.co.nz)

**BY PHONE:** (09) 912 3616

**BY EMAIL:** Send to [register@brightstar.co.nz](mailto:register@brightstar.co.nz) including all of the information included on the registration form

**BY POST:** Return completed registration form together with payment to:  
Conferenz Ltd, Freepost 83430, PO Box 31 506, Auckland 0741

**BY FAX:** Fax completed registration form to (09) 912 3617

### HOW TO PAY

**Payment must be received before the course to guarantee your place.** Individual registrations are unable to be shared.

#### Direct Credit payment to our bank account

(please post advice of remittance)

**Bank:** The National Bank, North Shore Corporate

**Account Name:** Conferenz Ltd

**Account Number:** 06-0273-0228588-25

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#### What happens if I have to cancel?

You have several options:

- Send a substitute delegate in your place
- Confirm your cancellation in writing (letter, fax or email) at least ten working days prior to the event and receive a refund less a \$300+GST service charge per registrant. Regrettably, no refunds can be made for cancellations received after this date.

Delegates are responsible for their own travel/accommodation bookings and no compensation will be made should the conference be rescheduled or cancelled.

#### Incorrect Mailing

If you are receiving multiple mailings or would like us to change any details or remove your name from our database, please contact our Database Department on (09) 379 5892 quoting your customer number.

#### Your Privacy

Personal data is gathered in accordance with the Privacy Act. Your details may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please tick the following circle.

Please Note: Bright\*Star reserves the right to make any amendments that we may deem to be in the best interest of the seminar

### Course Information

#### EARLY-BIRD SPECIAL

Registrations received/paid **before** below dates

#### STANDARD PRICE

Registrations received/paid **after** below dates

	EARLY-BIRD SPECIAL Registrations received/paid <b>before</b> below dates	STANDARD PRICE Registrations received/paid <b>after</b> below dates
Clear Business Writing (TE045)	\$1195 plus GST <b>SAVE \$100</b> (14 September 2011)	\$1295 plus GST (14 September 2011)
Grammar for Business (TE046)	\$1195 plus GST <b>SAVE \$100</b> (14 September 2011)	\$1295 plus GST (14 September 2011)
Advanced Business Writing (TE047)	\$1795 plus GST <b>SAVE \$300</b> (22 September 2011)	\$2095 plus GST (22 September 2011)

### Train the team and save

Register on any two 2-day course and **save \$500** off the full price or any three 2-day courses and **save \$1000** off the full price. For larger bookings call (09) 912 3610 or email [mike@brightstar.co.nz](mailto:mike@brightstar.co.nz) to discuss further in-house or group training options.