

Circular No.: SCA/800/1018/AG

**SCAL Academy Workshop**

## **Effective Business Writing**

**Organised by****SCAL ACADEMY****18 Oct 2018 (Thursday), 9.00am to 5.00pm**

### **Introduction**

Due to the overwhelming response to our last course we are conducting this course again! Business communications skills are essential to everyone. Improve your writing skills in this interactive workshop. Learn how to write effectively to communicate with the readers of your written communications. This class is specifically designed for supervisors, engineers, and managers who want to enhance their professional success by writing effectively and persuasively. This course has been designed to address organisation's needs for powerful business writing. Writing clear and concise letters will go a long way towards creating a positive image in the eyes of your customers. Participants will learn the language skills and effective techniques in writing short and long reports and writing various types of official correspondence.

### **How You'll Benefit from this Course**

- Write and Reply to Enquiries and Requests
- Speed up the Writing Process when Writing Business Documents
- Develop a Professional, Reader-Friendly Written Style when Writing
- Match the Appropriate Strategy to a given Communication Situation
- Expand the Range of Language when Writing Business Documents
- Organize your Ideas and Conclusions Coherently when Writing
- Improve Accuracy, Brevity, and Readability of your Writing

### **Synopsis**

This course will provide participants with the practical skills and knowledge required to communicate in writing effectively between departments and with other companies.

Participants will cover the importance of writing as a communication tool, the various principles and processes of writing, the overall appearance of the completed form of written communication. Also covered will be the presentation and structure of such areas as, letter writing, memo and email writing.

### **This one - day course will cover:**

- ❖ Getting started – Basic Principles; Impact and Organization
- ❖ 5 C's of Writing
- ❖ Active and Passive Voice
- ❖ Sentence and Sentence Type
- ❖ Types of Email
- ❖ Email Etiquette

### **Upon finishing the course, participants should be:**

- ❖ Identify Different Forms of Written Communication and know how to use them
- ❖ Write Effective and Concise Letters, Emails and Memos
- ❖ Write Letters that Create Good will to Customers and Clients
- ❖ Use E-mail Effectively and Efficiently

## Course Outline

- Session 1-1 : Introduction to the 5 C's of Writing
- Session 1-2 : Language and its use
- Session 1-3 : The 3x3 Writing Process and the Organisation of Information
- Session 1-4 : Email and Email Etiquette

## Who Should Attend

The course will be useful to all Executives, Engineers, Administrative Officers and Supervisors who want to enhance their professional success by writing effectively.

## About the Speaker

### **Richard Thai**

*MBA(NUS), B.Sc.(hons), PGDE, MSCS*

Richard Thai is a Principal Consultant from Allegro Consulting Pte Ltd. He has worked on projects with companies like Fudo Construction Co. Ltd, Kusan Construction Co. Ltd, Samsung Engineering and Construction Co. Ltd, McConnell Dowell South East Asia Pte Ltd. Projects experience include ground improvements to MRT projects to building projects.

Richard Thai had over 26 years of experience regarding running companies and providing consultancies to implement ERP projects for companies. He has conducted many academic courses on Financial Accounting and Managerial Accounting for academic institutes like the Republic Polytechnic, RMIT, MIFM seminars and workshops for companies. He has been described by many as a motivating and entertaining speaker with the unique ability to engage a wide audience.

Richard Thai graduated from the National University of Singapore with BSc (Hons) and Master in Business Administration and has Post Graduate Diploma in Education from the Institute of Education (NIE). Currently he is teaching in the institutions like the Republic Polytechnic, SIM and various business schools. He has designed many courses in areas like Human Resource, IT, finance management, operations process, costing, marketing, sales, service management, phonics, team management.

## **WORKSHOP DETAILS**

Date: **18 Oct 2018 (Thursday)**

Time: **9.00am – 5.00pm**

Venue: **The Singapore Contractors Association Ltd  
Construction House, 1 Bukit Merah Lane 2  
Singapore 159760**

Fee: **\$220 SCAL Member**

**\$240 CIJC Member**

**\$250 Non Member**

*(\*inclusive of 7% GST)*

# Registration Form

Please fill in print or type clearly on form below, & return your completed form details with payment to  
(Form may be copied for additional participants)



SCAL Academy  
150 Neil Road  
Singapore 088879



Fax: 6793 4401



Tel: 6793 9020



[ange@scal.com.sg](mailto:ange@scal.com.sg) /  
[yensze@scal.com.sg](mailto:yensze@scal.com.sg)

Attn: Ms Ange / Ms Yen Sze

## "Effective Business Writing"

Date: **Thursday, 18 Oct 2018**

Time: **9.00am– 5.00pm**

Venue: **The Singapore Contractors Association Ltd @ Construction House, 1 Bukit Merah Lane 2, Singapore 159760**

Please register the following person(s) for the above preview:

Name: \_\_\_\_\_ NRIC/FIN No: \_\_\_\_\_ Designation: \_\_\_\_\_

Name: \_\_\_\_\_ NRIC/FIN No: \_\_\_\_\_ Designation: \_\_\_\_\_

Name of Company: \_\_\_\_\_ Company Reg No (ROC No): \_\_\_\_\_

Address of Company: \_\_\_\_\_ (S) \_\_\_\_\_

Contact Person: \_\_\_\_\_ Tel: (Office) \_\_\_\_\_ (HP) \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Enclosed is a crossed cheque no: \_\_\_\_\_ for S\$ \_\_\_\_\_ (Cheque should be crossed, marked "account payee only",  
made payable to **SCAL Academy Pte Ltd**) being registration fee for \_\_\_\_\_ person(s).

Fees per participant (please tick  accordingly):

- |  |               |
|--|---------------|
| <input type="checkbox"/> SCAL Associate/Ordinary/SLOTS Member                                  | <b>\$ 220</b> |
| <input type="checkbox"/> CIJC Member: Please circle – (ACES, IES, REDAS, SIA, SIBL, SISV, SPM) | <b>\$ 240</b> |
| <input type="checkbox"/> None of the Above   | <b>\$ 250</b> |

\*Inclusive of: GST, refreshment & materials

### Agreement & Disclaimers:

By registering for the above preview, I hereby affirm that I understand & abide to the following:

- Seats are limited, registration is on a first-come-first served basis, upon receipt of registration form, unless notified otherwise.
- Walk-in participants will only admitted on the basis of availability & full payment before attending the preview.
- A **Confirmation Letter** will be sent to me via either fax or e-mail. If I do not hear from SCAL Academy 03 days before commencement of preview, I will contact SCAL Academy on Tel: **6793 9020**.
- The full registration fee is payable before **15 Oct 2018**.
- A notice of replacement / postponement together with the full particulars of the new participant (for replacement) must be given to us at least 3 working days before workshop commencement. A charge of S\$50 (replacement) or S\$100 (postponement) will be imposed on such changes.
- A notice of cancellation must be given at least 3 working days before commencement of the workshop and 50% of workshop fee will be charged / returned. If notice is given less than 3 working days before the first day of the workshop, full fees will be charged and there will be no refund.
- "No-show" will not be given a refund nor credit towards a later program (unless there is a documented medical emergency).
- Trainer, topic & venue are correct at the time of printing. SCAL Academy Pte Ltd reserves the right to substitute speaker, cancel or change the content, venue & timing of the preview for reasons beyond its control.

\_\_\_\_\_  
Name/Authorized Signature/Designation

\_\_\_\_\_  
Company Stamp (if applicable)

\_\_\_\_\_  
Date