

SHORT COURSE: BUSINESS WRITING ESSENTIALS

Improve your powers of persuasion and increasing overall impact.



Overview

Whether you want to increase sales, sway sponsors, or encourage colleagues to consider a new perspective - effective communication is crucial. This course will teach you the art of simplicity - improving your powers of persuasion and increasing overall impact.

Outcomes

On completion of this learning, you will be able to:

- Structure documents for maximum effect
- Create memorable key messages
- Capture readers attention
- Encourage agreement
- Incite action!

The following topics will be covered:

- What does clear, precise and influential writing look like in my field?
- How can I keep my own communications succinct?
- What tools will help me develop engaging and memorable messaging?
- How can I use structure to improve audience reception?
- How should I edit my content for persuasive impact?
- What practical techniques will ensure agreement and action?
- How can this knowledge be applied to advanced writing challenges?

Program delivery details

Venue	TBC
Date	Wednesday, 5 February 2025
Time	9am to 4.30pm
Format	Face-to-face
Enrolment fee	\$650
Catering	Morning tea, lunch, afternoon tea provided.

Scan the QR code to register:



Want more info?

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