

HRM SKILLS

A HRSINGAPORE Company!

WRITING EFFECTIVE BUSINESS PROPOSALS WORKSHOP

Introduction

The main objective of a proposal is to get your target reader's specific action. There are usually competitors who have the same objective. In order to stand out from the crowd, your proposal must be persuasive enough to make an impact and determine the outcome. Not only should it be relevant to the client's needs; it must also be clear and concise. This two day workshop will enable managers and executives to write business proposals which make an impact and are clear and concise. Please read the details here and register using the form on page 3.

Objectives

At the end of the programme, participants would:

- Have learnt a writing process that makes writing more productive and reduces the time spent on writing.
- Have achieved an awareness of the importance of style and tone in proposal writing, and the effect on the overall message.
- Be able to identify and avoid common errors in proposal writing.

Outline

During this workshop participants will learn more about:

- Planning your writing e.g. writing the proposal overview
- Using a style that creates impact e.g. using the correct voice
- Layout, format, and etiquette e.g. presenting numerical data
- Common grammatical errors e.g. sentence structures

Methodology

The workshop is highly interactive, and it includes mini-lectures, exercises, group discussions, presentations and feedback from the trainer. Real case scenarios from participants will be used, so that the learning is relevant and applicable to work situations.

HRM SKILLS PTE LTD

Office Tel: (65) 6337-7516 Fax: (65) 6338-8487

Mailing Address: 89 Short Street #04-16, Golden Wall Centre, Singapore 188216

Co Reg No. 200603964Z

Who Should Attend

Managers, officers, executives and supervisors who wish to write business proposals which make an impact and are clear and concise.

Trainer

This training programme will be conducted by Jolynn Chow who has over twenty years of experience in banking, finance, publication, marketing, import and distribution.

She has designed and conducted business and technical writing and interpersonal communication courses for executives from banking, finance, hotel and manufacturing industries in the private and public sectors.

Jolynn has an in-depth understanding of the issues, as well as the specific skills and communication needs of various industries.

She holds a Bachelor of Business Administration (BBBA) majoring in Marketing awarded by the Royal Melbourne Institute of Technology and a Postgraduate Diploma in Applied Linguistics awarded by the RELC. Jolynn also holds a Certificate in English Language Teaching to Adults (CELTA) awarded by Cambridge University and is registered with the Ministry of Education (Singapore) as a certified trainer in English Language.

Admin

Date: 20 to 21 June 2006

Time: 9 am-5 pm

Location: Bayview Hotel, Singapore

Refreshment: Buffet lunch, Tea, coffee and snacks will be served

Closing Date: 16 June 2006

Cost

- \$480 for those registering on or before 16 June 2006
- \$580 for those registering after 16 June 2006

HRM SKILLS PTE LTD
Office Tel: (65) 6337-7516 Fax: (65) 6338-8487
Mailing Address: 89 Short Street #04-16, Golden Wall Centre, Singapore 188216
Co Reg No. 200603964Z

**Registration Form
Writing Effective Business Proposals Workshop
20-21 June 2006**

Participant Names & Email

Contact Person:

1.

Designation:

2.

Company:

3.

Tel:

4.

Fax:

5.

Email:

Your objectives

1.

2.

Please fax this registration form to: (65) 6338-8487

and/or post the completed form to:

**HRM SKILLS PTE LTD
89 Short Street #04-16
Golden Wall Centre
Singapore 188216**