ITC

International Training
Center Paris

TRAINING SCHEDULE

ADVANCED BUSINESS WRITING SKILLS TRAINING

Overview:

The Advanced Business Writing Skills training program is designed to help participants refine their writing skills and produce clear, concise, and effective written communication in a business context. The program covers advanced techniques for writing reports, proposals, emails, and other professional documents.

Objectives:

- Understand the principles of effective business writing
- Develop a clear and concise writing style
- Learn advanced techniques for structuring and organizing reports and proposals
- Improve email communication skills
- Enhance overall business writing skills

The training program will include lectures, discussions, writing exercises, and group activities. Participants will have the opportunity to apply the concepts learned in the training program to real-world business scenarios. By the end of the training program, participants will have refined their writing skills, learned advanced techniques for structuring and organizing reports and proposals, improved their email communication skills, and enhanced their overall business writing skills.

Targeted Groups:

- Marketing managers
- Content creators/writers
- Communications specialists

- Public relations professionals
- Business development managers

Planning:

Day 1: Principles of Effective Business Writing

- Understanding the importance of effective business writing
- Principles of clarity and conciseness in writing
- Identifying common mistakes in business writing

Day 2: Advanced Business Writing Techniques

- Techniques for structuring and organizing reports and proposals
- Writing for different audiences and purposes
- Using persuasive language in business writing

Day 3: Grammar and Style Refinement

- Refining grammar and style for professional writing
- Punctuation rules and usage
- Using active voice and eliminating wordiness

Day 4: Effective Email Communication

- Writing clear and effective emails
- Understanding email etiquette and tone
- Managing email communication

Day 5: Advanced Writing Challenges

- Writing for complex topics and audiences
- Editing and proofreading techniques
- Reviewing and evaluating writing samples