



Write Right

FOR POSITIVE RESULTS!

BEST PRACTICES GUIDE TO ONE-PAGE BUSINESS LETTERS, MEMOS & REPORTS

FRIDAY, 13 APRIL 2018 * MANILA MARRIOTT HOTEL, PASAY CITY * 9:00AM to 5:00PM

No second chance for a first impression—this holds true for writing in business. Your income is assured if your corporate letters, e-mail, memos, and reports are written professionally!

Expand your business writing skills in this highly interactive and motivational workshop. Learn and re-learn current best practices in writing the routine one-memo, the persuasive proposal, the make or break letter to produce the best results and email etiquette.

You will have a firsthand glimpse at writing samples (including make-or-break proposals) that produced results in the most difficult of situations. We will share real and current examples and effective strategies for top corporate leaders and professionals. Topics include bottom-line clarity, conciseness, directness to the point, plus sensitivity to the reader. Boost your corporate image, profitability and business growth through professional writing!

Lecturer: Professor Louie Agnir-Paraan, Ph.D. - is the Course Director for Communication Programs at the Center for Global Best Practices and lecturer of "Write Right for Positive Results", "Refresher Course on English", and "Master Class on English Pronunciation". She earned her Ph.D. (English Studies: Language) at the University of the Philippines in Diliman, and her M.A. in Language and Literature at the University of the Philippines in Baguio, where she graduated with a 1.007 GPA. She likewise completed all academic requirements toward a Master's degree in Educational Psychology from U.P. Her A.B. in Philosophy was also earned at UP Diliman. She graduated from high school at the International School of Kuala Lumpur where she was the first Asian and first female Editor-in-Chief of the school paper. Included among her recent clients for public seminars, in-house training, and consulting are 3M Philippines, Inc., Aboitiz, American Peace Corps' Tudlo Mindanao Project, American Embassy, Anflo Management and Investment Corporation, Chevrolet, Coca-Cola Philippines, Finance and Administration offices under the Executive Secretary in Malacanang, Medicaid Philippines, Inc., PJ Lhuillier, Inc., and UCPB Gen.

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PRE-REGISTRATION REQUIRED

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Seminar Investment is P9,880
inclusive of Meals, Resource Kit,
and Certificate of Attendance

Who Should Attend:

- ✓ Business Owners
- ✓ Board Directors
- ✓ Communication Specialists
- ✓ Executives & Professionals
- ✓ Anyone who wants to learn the best practices in writing one-page business letters, memos & reports