

Effective Business Communication



TerraBiz
Training | Conferences | Exhibitions | PR

Workshop 1

SPEAK FOR YOURSELF

(Presentation Skills Course)

25th February 2009, 9 am - 5 pm
KARACHI MARRIOTT HOTEL

You will come out of this course with an increased sense of confidence, feeling you are better able to handle speaking before an audience. You will learn skills which you may use every time you have to address a group of people may it be for a meeting, an announcement or a vote of thanks that you need to make to your clients, seniors or colleagues.

Workshop 2

BASICS OF EFFECTIVE BUSINESS WRITING

4th March 2009, 9 am - 5 pm
KARACHI MARRIOTT HOTEL

This one-day workshop will help you to write more clearly, more concisely and more persuasively. This means that you will get your message across with more power and impact. You get basic yet detailed tips on what is correct business vocabulary, what you should avoid while writing business letters. Better business writing means better business!

Workshops' Leader:

Dinaz Divecha was born, brought up and educated in India. She holds a double Masters in English and French literature from CIEFL (Central Institute of English and Foreign languages) Hyderabad, India.

Her career in training began 13 years ago as a corporate trainer with British Airways. During the course of this job, she traveled worldwide holding and attending several training programs. The countries she has visited include - USA, England, Germany, Switzerland, France, Italy & Thailand.

She came to Pakistan in May '99 having married a Pakistani and is now settled in Karachi ever since.

In Pakistan, She has conducted workshops in English Communication Skills, Interpersonal Skills, Time management, Presentation Skills, How to induce Pride in the work place, Effective Business Writing, Stress Management and Leadership Skills.

The Companies for whom she has run these workshops are -EFU General Insurance Ltd, Century Paper Ltd, Colgate Palmolive Pakistan Ltd, McDonalds, Lakson Tobacco Company, House of Habib, Tapal Tea, United bank limited, National bank of Pakistan, Citibank, --- to name but a few.

She also does workshops for teachers of all levels; and has presented at various Rotary club meetings.

Presently, Dinaz is a visiting lecturer at NED and works mainly as a Professional Trainer and HR Consultant.



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Workshop 1



SPEAK FOR YOURSELF

(Presentation Skills Course)

How will this Course Change the Participants?

Speak for yourself is a dynamic, fast-paced workshop that helps you learn how to turn presentation anxiety into confidence. Your ability to harness the right combination of communication tools will help you improve the quality, impact and results of virtually any presentation. You will learn to design and plan presentations that capture the audience's attention and to deliver key concepts with power, confidence and enthusiasm.

- > Identify your purpose
- > Analyse your audience
- > Assess the situation
- > Build your evidence
- > Add the framework
- > Deliver your message with impact

Who should attend:

Anyone who wants to communicate more clearly and effectively. Personal Assistants, Managers, Sales representatives & consultants who constantly have to communicate, meet with clients or then make mini or major presentations before clients or senior members of the organization.

This Course will cover the topics:

- Managing nerves when asked to speak in front of public
- Preparing your talk
- Structuring your talk
- How and when to use support material
- The correct use of memory aids
- Tips on how to start or begin your talk
- Using your voice to the maximum advantage when speaking.
- Looking confident and portraying a positive image before the audience.
- Focusing on your audience and tailor making your presentation to suit their needs.

Investment for each Workshop:

Rs. 6,500/-

per participant

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Workshop 2



BASICS OF EFFECTIVE BUSINESS WRITING

Business Writing - Value for Business:

As somebody involved in writing on an everyday basis, you rely on your basic writing skills to deliver results time after time. But you need the opportunity to step back, recharge and further develop your communication skills so that you are ready for new challenges at work, promotion or the introduction of new media channels. The best way to develop your skills is with the help and support of other writers and communicators, under the guidance of an expert coach. With like-minded individuals, and interesting problems and projects to practice on, you will find the ideas and inspiration to raise your written communication to the next level.

Course Outline:

- **The Three Basic Steps to Business Writing:**
 - > Prewriting (Preparation)
 - > Writing (Organizing and Outlining)
 - > Revising and Proofreading.
- **Improving Readability:**
 - > Using simple language – focus on clarity and tone
 - > Avoid Slang, Jargon, and Abbreviations
 - > Avoid usage of vague adjectives
 - > Avoid clichés and awkward references.
- **Guidelines to Writing Good Sentences:**
 - > Focus on clarity and meaning rather than a “complete thought”
 - > Sentences should be neither too long nor too choppy
 - > Avoid empty phrases that make the sentence heavy
 - > Be careful not to mix verb forms within a sentence.
- **Gender Inclusive language:**
 - > In today's business world –men and women both hold important positions –hence importance of gender inclusive language.
- **Words commonly confused:**
 - > These Words often used in business writings, sound and are spelt similar but have very different meanings.
- **Paragraphs:**
 - > How to use Topic sentences to make your paragraph effective
 - > Use opening , body and closing paragraphs to organize your business writing.

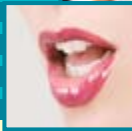
Organizing and Writing Business Letters:

- > State your Purpose
- > Know your Reader
- > Determine the scope of your letter
- > Research your subject
- > Outline your letter
- > Proof read for grammar and errors
- > Revise for Clarity , Brevity and Simplicity.

Sample Business Letters:

- **Web site link where 150 sample letters/Forms may be viewed- Examples:**
 - > Announcement of Change of Address
 - > Acknowledgement of Receipt of Documents
 - > Apology and Replacement of Damaged Goods
 - > Apology for Accounting Errors and Past Due Notices
 - > Appointment for Employment Interview and Testing
 - > Complimentary Letter to Employee on Handling of Difficulty
 - > Congratulations on Increased Sales
 - > Cover Letter in Response to Catalog Request.
- **Written Communication:**
 - > Various Forms of Written Communication
 - > Disadvantages of Written Communication
 - > Meetings and Group discussions
 - > Running the sessions
 - > Important points to keep in mind while having a meeting.
- **Email Etiquettes:**
 - > How do you enforce Email Etiquette?
 - > 32 Essential Email Etiquettes that will apply to all companies.
- **Tips for Using the Internet for Business Success:**
 - > Have an internet strategy
 - > Use the internet to your advantage to keep in touch with customers
 - > To increase business
 - > To make important business contacts
 - > To have your own web site and use it to promote business
 - > Use the internet for competitor research.

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Having organized over 250 national and international events, the team at Terrabiz is highly experienced and brings with them complete knowledge of the business, clients, and ethical concepts related to corporate event management.

Among our recent events, one was a successful workshop with Google titled "Marketing Your Business Online" in Lahore and a similar one in Karachi held in collaboration with OICCI. Following this, in March we had Susan Macaulay, from Strike - UAE, who conducted the successful "Powerful Business Communication" program. Alan Fell, from UK, visited Pakistan to conduct the houseful "HR Balanced Scorecard" workshop.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, ABN AMRO Bank, HSBC Bank, Saudi Pak Bank, Allied Bank, NIB Bank, Mobilink, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro, Coca Cola Beverages, Central Depository Company, HUB Power Station, Aga Khan University et al.

In October we have Azim Jamal who will be conducting a workshop "Unleash your Potential with the Corporate Sufi™" in Karachi and Lahore. Azim Jamal is the author of the best seller "Seven Steps to Lasting Happiness". Over 1,000,000 people have heard his uplifting message across the world including the U.S., Europe, Australia, Asia and Africa – His group of audiences ranges from 50 to 10,000. Azim is a dynamic, thought provoking and inspiring speaker and a visionary with his feet on the ground.

Apart from training workshops, Terrabiz also organizes in-house trainings, seminars and conferences. In February we were associated with the Asia Pacific HRM Congress in Mumbai for which Terrabiz was the strategic partner in Pakistan. In the following month, we organized a Roadshow on behalf of the Central Depository Company of Pakistan, titled "Investment in the Pakistani Capital Market." Terrabiz is also managing the 11th MAP Convention for Management Association of Pakistan, being held in December this year. MAP is the largest body in Pakistan representing a large number of corporate heads across the country. Terrabiz also manages the event secretariat of CIO Pakistan.

Registration & Payment Options

- E-mail or fax your nomination(s) to:
E-mail : register@terrabilzgroup.com
terrabilzgroup@gmail.com
Phone : 021- 4550431 Fax: 021-4557264
- Send your cheque in favour of
"Terrabilz" to: Murad Hassan
Suite # 403, Shahwar Trade Centre,
Above Standard Chartered Bank, Allama Iqbal Road branch,
P.E.C.H.S, Block 2, Karachi, Pakistan.
Tel: 021-4550431, 4550319
Cell: 0300-9220647, 0321-2781000

Registration Note

Participation will be confirmed *subject to receipt of payment.*

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledged by Terrabiz.

Workshop fees must be paid in full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabiz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstances, Terrabiz reserves the right to cancel or postpone the event.

To receive this brochure by e-mail, drop us a line at: info@terrabilzgroup.com

For in-house customized programs by **Dinaz Divecha**,
Please contact Akbar Aqil on 0321-2781000
or email: akbar.aqil@terrabilzgroup.com

Single Workshop Investment

Rs. 6,500/- per participant

Both Workshops Investment

Rs. 11,800/- per participant

Includes course material, Terrabiz certificate, lunch, refreshments and business networking.

Register Today

Tel: 021-4550431, 4550319,
Cell: 0300-9220647, 0321-2781000
Fax: 021-4557264,
E-mail: register@terrabilzgroup.com
www.terrabilzgroup.com

Send us your:

Name, designation, organization, mailing address, mobile number, phones, fax and e-mail

Upcoming Events



Six THinking Hats™

Dr. Sunil Gupta

March 17 2009, Karachi
March 19 2009, Lahore



WIBCON 09

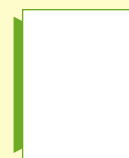
Women in Business &
Leadership Conference
March 25 2009, Karachi



HR Conference

HR Conference

'Innovating HR Strategies
in Tough Times'
April 17 & 18 2009, Karachi



Media & Marketing Festival

May 20 & 21, 2009, Karachi