

# BUSINESS WRITING: THE UNWRITTEN RULES

## ★ COURSE OVERVIEW

A manager is dependent upon his/her team for so many outputs and a significant portion of these outputs are in a written form. A team with strong business writing skills means a more effective manager. No more redoing reports, correcting grammar in correspondence and other unproductive activities. If you want to empower your team and increase your and your team's effectiveness and productivity, BizTech is offering a training course which covers the following key topics:

- The importance of planning for a business writing task
- Choose appropriate words to convey the correct meaning
- Write effective memos, short notices, faxes, and e-mail messages
- Creating standard templates for professionalism, quality & efficiency
- Attention-getting business writing
- Pick out key points from discussions for clear & concise minutes
- Communicating via email: The unwritten rules
- Eloquence, tone and other subtleties
- Using neutral, positive & negative language to persuade & influence
- Business Vocabulary
- Jargon, slang and clichés – is there a place for them in the business world?
- Identify the purpose of your communication and the desired response
- What is the right level of detail
- Adapting your style for different audiences and to meet different objectives
- How to ensure that you get your point across
- Energise and bring life to your communication
- Avoiding ambiguity
- How to be assertive but not aggressive in your communication

### COURSE DATE

19 - 20 November 2012

### COURSE DURATION

2 days - 08:30 to 16:30 daily

### COURSE FEES

R7 380 (excl. VAT) per delegate

**5% discount**  
for enrolment 2 weeks  
prior to course date

### WHAT'S INCLUDED

- Dynamic and knowledgeable facilitators
- Training File and a CD
- Certificate of Attendance
- High quality training venue
- Lunch and refreshments
- Parking
- Quality folder, notepad and pen

### REGISTRATION DEADLINE

Registration Confirmation must be sent prior to the start of the scheduled course.



## WHO SHOULD ATTEND

- Personal Assistants, secretaries and administrative support staff who write business communications on behalf of companies every day
- Customer service staff who handle queries and complaints
- Sales staff, who want to improve their pitches and proposals to customers
- Any business person who agrees that improving the quality of their written correspondence can only improve their company's performance

## OUTCOMES

After attending this course you should be able to:

- Get the basics right and increase error-free and efficient writing
- Know how to write for results
- Ensure that your written work speaks volumes about you and your company's credibility
- Improve communication and relationships with clients, colleagues and management
- Present a professional product which generates immediate respect
- Gain confidence and be trusted by management to take on more responsibility, with career advancement in your sights!

## TAKE HOME TOOLS

- A detailed manual, workbook and CD
- A quality folder, notepad and pen
- One month of free telephonic and e-mail support included

## SETA ACCREDITATION

BizTech Training is accredited as a Training Provider with the Services SETA (No: **3880**). Make sure that you complete your Workplace Skills Plan, and you can claim back the relevant percentage of your Skills Development Levies!

## ICAP ACCREDITATION

This course is accredited by **ICAP** (the Institute for Certified Administrative Professionals). By attending you earn 10 CAP points®

## LEVEL 1 BBBEE STATUS

Spending with BizTech counts twice! You can claim 135% of any training spend with us towards your Procurement scorecard, and everything spent with us on training your qualifying staff will count towards your Skills Development target!

## THE VENUE

The course will be held at the AstroTech Conference Centre, in Parktown, which boasts the unusual combination of an upmarket business venue, security and convenience, in a setting which captures the historic grace and style of Johannesburg's golden era.



Centrally situated, you can step off the Gautrain at the Rosebank station, or exit the M1 at the Joe Slovo/Houghton Drive offramp, and we are just around the corner.

For a list of accommodation options nearby, visit <http://www.astrotechconf.co.za/accommodation>

## TERMS & CONDITIONS

- If the course is not held for any reason, BizTech's liability is limited to the refund of the full course fee.
- Should course expectations not be met for any reason, delegates are given the opportunity to leave before lunch on the first day, and receive a full refund of the course fee.
- Payment is due before the start of the course, unless other terms form part of our Supplier/Client agreement.
- Failure to pay on time does **not** constitute cancellation of the booking, and the Terms and Conditions applicable to Cancellations and Postponements as set out below will apply.
- To avoid possible additional costs, **WRITTEN NOTICE** of any changes to your booking must be received at [training@biztech.co.za](mailto:training@biztech.co.za) within the following timeframes:
- **CANCELLATIONS:**
  - CANCEL WITHOUT COSTS:** If you advise us BY EMAIL **at least SEVEN** calendar days before the course
  - PAY 50% OF THE COURSE FEE:** If you advise us BY EMAIL **less than SEVEN** calendar days, but more than 24 hours before the course
  - PAY 100% OF THE COURSE FEE:** If you advise us BY EMAIL **less than 24 hours** before the start of the scheduled course, OR if the delegate is **ABSENT** without notification
- **POSTPONEMENTS:**
  - WITHOUT COSTS:** If you advise us BY EMAIL **more than THREE** working days before the course
  - WITH ADDITIONAL FEE (R1,430 PER DELEGATE):** If you advise us BY EMAIL **THREE or less** working days before the course starts, or if the delegate is **ABSENT** without notification, but still wants the option of postponement
- The invoice for the training remains due and payable as at the scheduled start date of the original course booked, and payment terms are not extended for postponements or exchanges to future courses.
- Postponements must be utilised within a maximum of **SIX** months from the scheduled date of the original course booked, or the course fee will be forfeited.
- Once you have postponed, the **CANCELLATION** terms above **no longer apply** to the future course, and you cannot subsequently cancel the booking without being liable for the full course fee.
- Special promotions applicable to the original course dates will **not** carry over to the postponed dates where the new dates fall outside of the promotion period.
- **PRESENTERS:** Should it be necessary, BizTech reserves the right to substitute the presenter.
- **COMMUNICATION:** When a person registers on BizTech's website, is registered on a BizTech course or sends an email to BizTech, that person consents to receiving communications electronically or otherwise by BizTech and/or its business partners.
- **DISCLAIMER:** BizTech will not be held responsible for any loss, damage or harm, direct, indirect, consequential or otherwise and howsoever arising that may be caused to any person or property during the providing of any services by BizTech to the client.



# ENROLMENT FORM

COURSE NAME: **Business Writing: The Unwritten Rules** COURSE CODE: **BW 20121119**  
COURSE DATE: **19 - 20 November 2012** DURATION: **2 DAYS**

COURSE FEE: **R7 380.00 excl. VAT (per delegate)**

Qualify for a **5% discount**, if we receive your form before: **05 November 2012**

DISCOUNTED FEE: **R7 011.00 excl. VAT (per delegate)**

TOTAL NUMBER OF DELEGATES TO BE ENROLLED:

## > DELEGATE DETAILS [Substitutions may be made at any time prior to the start of the training course]

### 1 First Name and Surname

\_\_\_\_\_

Position \_\_\_\_\_ Special Diet:

E-mail \_\_\_\_\_

Cell No.           Office Tel No.

### 2 First Name and Surname

\_\_\_\_\_

Position \_\_\_\_\_ Special Diet:

E-mail \_\_\_\_\_

Cell No.           Office Tel No.

TO REGISTER ADDITIONAL DELEGATES, PLEASE COMPLETE THE INFORMATION ON THE NEXT PAGE.

## DIETARY REQUIREMENTS [Insert total no. of DELEGATES requiring special meals PER CATEGORY- meal fees below are additional to course fee]

KOSHER: R450 (excl. VAT) per day  HALAAL: R305 (excl. VAT) per day  VEGETARIAN: Always available at no cost

OTHER: (e.g. allergies, etc) Please specify: \_\_\_\_\_

Special Needs (e.g. wheelchair, visual disability, etc) \_\_\_\_\_

## > COMPANY / ORGANISATION DETAILS (Please supply company details as required for a SARS compliant Tax Invoice)

Company Name \_\_\_\_\_

Department/Division \_\_\_\_\_

Postal Address \_\_\_\_\_ Postal Code

Company VAT Registration No.

Main Company Switchboard No.         Fax No.

## > PAYMENT (Payment is required prior to the start of the training course. NB: Use your invoice number as reference on your deposit/EFT)

Purchase Order No. (to be incl. on Invoice if applicable) \_\_\_\_\_

Do you require separate invoices for each delegate? YES  NO

Payment Contact Person \_\_\_\_\_

Office Telephone No.

E-mail \_\_\_\_\_

## > AUTHORISATION

Name \_\_\_\_\_

Position \_\_\_\_\_

Office Telephone No.         Cell No.

E-mail \_\_\_\_\_

### Authorising Signature:

Date   /   /

Your booking is confirmed as soon as we receive your completed enrolment form, which you can e-mail to [training@biztech.co.za](mailto:training@biztech.co.za) or fax to **011 582 3301**. If you need any assistance whatsoever, please call us on **011 582 3333**.

Submission of this enrolment form constitutes acceptance of our Terms and Conditions, and also serves as confirmation of your authority to make the booking and ensure payment on behalf of your Organisation.



