

# WEBINAR SERIES: Business Writing Mastery

**6 August 2024, Tuesday**

9.00am – 5.00pm

Speaker: MS KIM CHOW

Virtual

Course code: SS060824W1

**Closing date: 4 August 2024**



**8 CPD  
HOURS**

## Course Introduction

Proficient business writing is a cornerstone of effective workplace communication. Corporate officers and professionals must master strong writing skills to communicate effectively with colleagues, superiors, customers, and stakeholders. Whether composing emails, reports, proposals, memos, or notices, maintaining a professional and reader-friendly style is paramount.

## Course Objective

This course offers a practical roadmap to enhance your business writing skills and elevate workplace communication.

## Learning Outcomes

By attending this course, participants will be able to:

- Craft professional business documents with a polished tone.
- Structure and organize information effectively.
- Communicate ideas with confidence and clarity.
- Employ impactful vocabulary for a positive influence.
- Leverage AI tools for enhanced written communication.

## Who Should Attend

Corporate officers and professionals who aspire to master the craft

## About The Trainer : MS. KIM CHOW

Kim Chow is an educator, a soft skills trainer, and director of Kim Chow Communicators which owns the registered trademark KimChow®. Her experience in the corporate world has sharpened her Communication Skills in our multicultural and pluralistic business world. The competitive business environment has motivated her to raise the bar on her expertise in Business Etiquette and Personal Branding. As a result of her ongoing business endeavours, she has documented a vast collection of case studies that she uses in her training programmes. As a practitioner of Experiential Learning, her training methodology involves hands-on activities such as simulations, role-play, dramatizations, performing arts, photography, video recording, and filming. The activities are followed by self-reflection and evaluations.

## Course Topics

1. Essential Principles of Written Communication
  - Organisation and structure
  - Clarity and conciseness
2. Mastery of English Grammar, Usage, and Vocabulary
  - Grammar and syntax
  - Vocabulary and word choice
  - Common writing errors
3. Effective Writing Strategies
  - Planning and drafting
  - Revision and editing
  - Tailoring your writing to your specific audience
4. Crafting Professional Business Documents:
  - Emails, letters, reports, proposals, memos
5. Harnessing the Power of Artificial Intelligence in Writing

## Training Methodology

Case studies, simulations, interactive sessions, and hands-on practice

## WEBINAR FEE

Category	Early Bird Fee per person (RM)  (applicable for participant who register and pay before 23/7/2024)	Normal Fee per person (RM)	Group Fee per person (RM)*  (For 3 or more registrations from the same organization)
MAICSA Member/ Affiliate/Graduate/Student	490	540	510
Non member	640	690	660
Retired MAICSA member	270	270	270
MAICSA Member's staff***	600	600	600

Fee includes course materials in digital form and e-certificate.

Registration with HRDCorp grant, **the NORMAL FEE will apply. Discounted fee is NOT applicable.**

### MAICSA Member's Staff

- \*\* (i) applicable to the staff of MAICSA member (Sponsoring Staff) of the same organisation and billing
- (ii) NOT entitle to any other discounts
- (iii) The Sponsoring staff must be MAICSA active member
- (iv) MAICSA Affiliate CANNOT sponsor his/her staff.

### ENQUIRIES:

Email: [training@maicsa.org.my](mailto:training@maicsa.org.my)

Tel: **03-2282 9276 (ext 803)**

**Attention: Ms Vicky**

- Fee is payable to **MAICSA**

### PAYMENT MODE:

#### Online transfer

RHB Account No: 2-64-094-0000-4232

Swift Code: RHBBMYKL

**Note:** Bank charges for telegraphic transfer will be borne by the client.

Please email the bank-in slip/ transfer advice to [training@maicsa.org.my](mailto:training@maicsa.org.my) or fax to 603-2283 4492, for our verification and record.

**Individual Registration:** Full payment shall be made AFTER you have done the online registration.

**Company Registration:** Full payment shall be made 7 days **BEFORE** the webinar.

- Access to join the webinar shall be granted only upon full payment as per the above requirement.
- **NO Letter of undertaking is accepted.**

**Upon successfully registration, you are deemed to have read and accepted the terms and conditions.**

## TERMS & CONDITIONS FOR WEBINARS

### WEBINAR ACCESS LINK

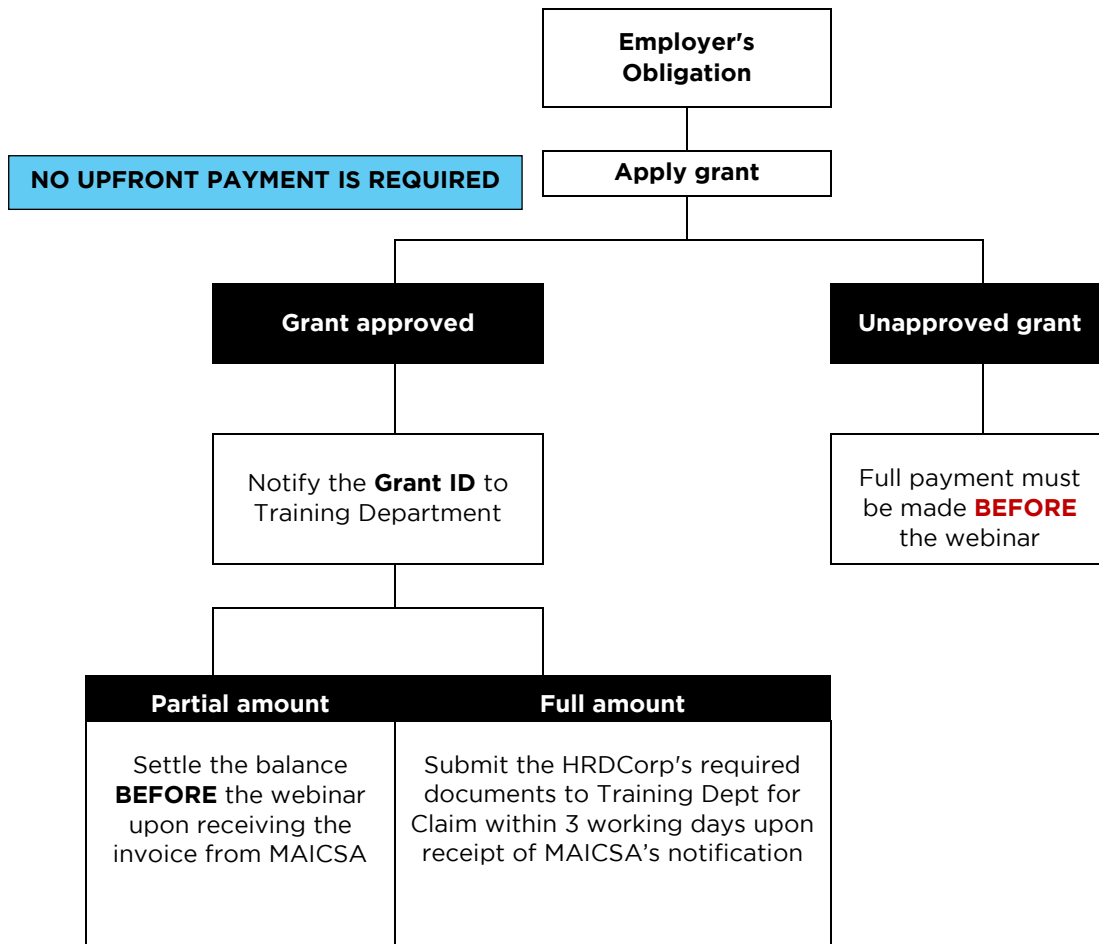
- The Access Link will be emailed at least one day before the commencement of the webinar.
- The Access Link is unique and should not be forwarded/shared with others.
- **Participants may log-in at 8.45am**

**HRD CORP (FOR CLAIMABLE EVENTS ONLY)**

MAICSA is an approved Training Provider registered under 'The Malaysian Institute of Chartered Secretaries and Administrators' (**MyCoID: 1472 (SEL)**).

- To make full payment to MAICSA as per the issued Invoice within 14 working days upon receipt of MAICSA's notification in the event the approved training fee is cancelled by HRDCorp due to non-compliance on the part of the participant or his/her employer or any valid reasons stipulated by HRDCorp.

**SBL KHAS  
REMOTE ONLINE TRAINING (PUBLIC)**



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Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

- For written cancellation received with minimum seven (7) days' notice from the date of the webinar, no penalties will be imposed and full refund will be made to participants who have paid.
- For written cancellation received less than seven (7) days from the date of the webinar, an administrative charge of 20% of the registration fee will be imposed. Unpaid registrations include those registrations with HRDCorp grant will also be liable for a 20% administrative charge.
- No refunds will be made for written cancellations received on the day of the webinar or for participants who failed to join the webinar. Unpaid registrations include registrations with HRDCorp grant will also be liable for full payment of the registration fee.
- Replacement of participant and transfer of webinar are not acceptable.

## **CERTIFICATE OF ATTENDANCE AND CPD HOURS**

- Participants will be issued with an e-certificate of attendance and full payment and awarded CPD hours upon strict compliance of the following terms:
  - Remain logged in at least 75% of the time allocated for the webinar,
  - Submit the feedback form within 3 days after the completion of the webinar
- Delegates may check their E-certificates from this link <https://www.maicsa.org.my/resources/cpd-training/e-certificate-of-attendancee-confirmation-letter-of-attendance> within 5 working days after the webinar.
- For MAICSA members, the CPD hours will be credited into the CPD Tracker System within 14 days of the webinar for participants who have complied with all terms and conditions stipulated herein.
- For MAICSA members who are also PC Holder, please contact SSM for the calculation and recognition of CPD Hours for online training held by MAICSA.
- For non MAICSA members, please contact your professional body or regulator for the calculation and recognition of CPD Hours for courses held by MAICSA.

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