



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

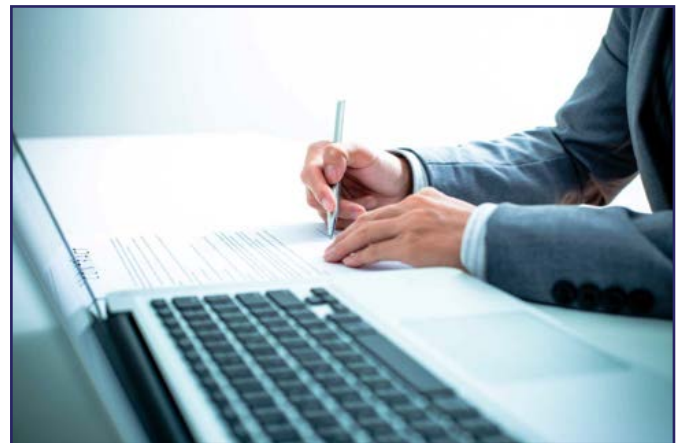
## COURSE OUTLINE

Course	<b>SUCCESSFUL BUSINESS WRITING SKILLS</b>
Date	<b>17 - 19 October, 2018</b>
Region	Western Cape
Venue	Kolping Guest House
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

### Workshop Outline

**Excellent communication is vital to the reputation and functioning of a business. As a public relations professional, you are usually the one that facilitates this communication by generating the messages and the content of the communication that is sent out by your company.**

**To get a clearer understanding of what business writing entails, attend PRISA's three-day in-depth, interactive and informative workshop.**



A written document is often the clients initial contact point with your company. So, it is vitally important to be able to write professionally. "Business writing can be defined as memorandums, reports, proposals and other forms of writing used in organisations to communicate with internal or external audiences", says Richard Nordquist. Although this definition is accurate, it merely represents the tip of the iceberg when it comes to successful business writing skills.

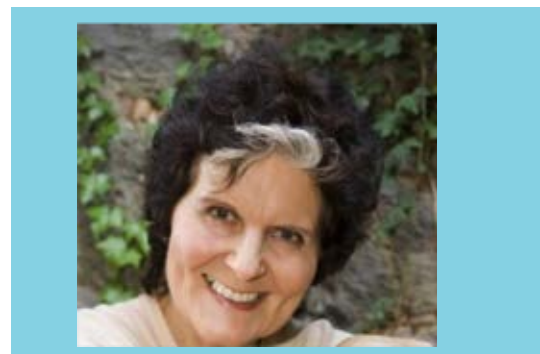
Different business writing techniques are used for different purposes and audiences. Get an overview of all the possible formats. Knowing when to use which format, is just as important as having the fundamental skills to draw up the different documents. You will benefit from both the technical input and practical examples of this programme and will emerge with a comprehensive upgrade on your business writing skills.

### Outcomes of this workshop for participants:

- Working with words - principles of effective business writing
- Styles and formats of business writing
- Writing effective business emails
- Writing business letters and reports
- Writing proposals and executive summaries
- Writing press releases and copy for the web
- Tips and toolboxes for effective business writing

## About the facilitator

**Jennigay Coetzer** has 30 years' experience as a business journalist, freelance writer, author and editor, including writing for Business Day for 17 years, and she has edited a number of publications. She has also been facilitating media training and corporate writing and editing skills training for more than 20 years and is passionate about helping as many people as possible to develop and improve their writing.



Jennigay has also created a writing style guide template that fast-tracks the development of customised versions for organisations. The latter includes guidelines for common errors in English. Having facilitated more than 100 writing and editing courses, workshops and one-on-one coaching sessions over the past two decades, Jennigay has acquired an in-depth understanding of the challenges writers experience. During her training she passes on the writing tips and tricks she has gathered over the years and helps individuals at all levels of experience to articulate their thoughts clearly and concisely in writing.

She also provides them with techniques to enrich their content by gathering meaningful information from different sources and teaches them to edit their own and other people's writing. Jennigay believes that writing is a skill that can be learnt, and that with the right training and the desire to do so anyone can become a good writer. Her training is suitable for all levels of experience and she tailors it to suit the needs of the participants, bearing in mind that the same basic rules apply to all types of writing. Jennigay also facilitates media training workshops and coaching sessions and has helped hundreds of spokespeople to engage effectively with all types of media.

<b>Duration:</b>	<b>3 Days</b>
<b>CPD Points:</b>	<b>22.5</b>
<b>*Early bird PRISA Member:</b>	<b>R6050.00</b>
<b>Late PRISA member:</b>	<b>R6530.00</b>
<b>*Early bird non-member:</b>	<b>R6910.00</b>
<b>Late non-member:</b>	<b>R7290.00</b>
<b>PRISA registered student:</b>	<b>R4100.00</b>
<i>Accommodation NOT included in any of the fees Fees subject to change</i>	

  
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The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Services Seta SDL no 950721458

**\*Early bird: Book and pay before 17 September 2018**

*Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.*

Book online now to secure your seat as space is limited  
Contact: Annah Jordan at [annah@prisa.co.za](mailto:annah@prisa.co.za) or 011 326 1262