



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Grammar for Better Business Communication

Why You Should Attend This Course:

Clear business communication is essential to getting your message across and proposal accepted. Why let lapses in grammar mar your message? This course troubleshoots and clears up your doubts about problem areas in writing. You will learn how to manipulate the English Language to your advantage to emphasise your message.

Course Outline:

- Identifying the objective of the writing to attain the desired result
- Shaping, sequencing and developing the material
- Review of the tenses (focus on the perfect tenses)
- Review of the Parts of Speech (focus on the errors that arise)
- Using the dictionary
- Choice of sentence types and their effect
- Manipulating sentence structure to suit the purpose (independent and dependent clauses)
- Writing clear subjects and positioning these strategically
- Avoiding dangling constructions
- The enemies of a good style
- Weeding out ambiguity and clutter
- Selecting the right words and transition links for coherence
- Creating effective paragraphs
- Persuading the reader
- The demands of different writing (email, memos, letters, reports, proposals, newsletters)

Who Can Benefit?

For PR practitioners and anyone interested in improving writing skills and acquiring better Business English for effective communication.

Trainer's Profile:

Valerie Valberg-Yeoh brings to the course 26 years of experience in communications. The top graduate of her cohort of teacher trainees became Editor of Singapore Airlines' award-winning house newspaper, *Outlook*. Her particular expertise is linguistics. After an overseas stint, Valerie returned to teach Communications Skills at the Singapore Polytechnic.

Valerie has been conducting training in both written and spoken communications. In 1993, she won the PAN SE Asian Toastmasters' Speech Competition and has added presentation skills and speech training to her courses. She also conducts courses for the Institute of Public Relations.

Among Valerie's corporate clients are the Singapore National Employers' Federation, Creative Technology, Visa International, Singapore Technologies, GlaxoSmithkline, Nanyang Polytechnic and the Monetary Authority of Singapore.

Date:

12-13 Jan 2012

12-13 Apr 2012

Course Fees:

S\$680.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:

www.mis.org.sg/seminars

Email:

seminars@mis.org.sg

Tel:

6327 7586 / 583/ 582

Fax:

6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Grammar for Better Business Communication

12–13 Jan 2012

S\$680 (subject to 7% GST)

12–13 Apr 2012

Includes lunch & refreshments

(9.00am to 5.00pm)

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)			
<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

**FOR COURSE
ENQUIRIES**

Email: seminars@mis.org.sg
Website: www.mis.org.sg/seminars

Tel: 6327 7586 / 583 / 582
Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre
Singapore 079904