

# SUCCESSFUL BUSINESS WRITING SKILLS

**October 10 to 12, 2018**

**Western Cape, The Bureaux Black, 100 Beach Road,  
Nautica Building, Waterclub Complex rd,  
Mouille Point, Cape Town, 8005**



## **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 our facilitator:**

Lindy Goodfellow has headed up strategic corporate communication and media relations for a global pharmaceutical company and within this portfolio she generated a variety of corporate booklets which were distributed globally. With over 20 years’ experience in strategic media relations, corporate communication and internal and external communication in both the public and private sectors, she has developed a passion for creative communication. For more than 10 years she was the copywriter and editor of an internal publication and the company intranet, and also designed a website for the company.

Lindy is currently the business owner of Jibba-Jabba Communications, a public relations consultancy specialising in the full range of public relations services. She is a registered member of PRISA and a Chartered Public Relations Practitioner (CPRP). Lindy holds an Honours Degree in Counselling Psychology and a Diploma in Public Relations Management.

<b>Duration:</b>	<b>3 Day</b>
<b>CPD Points:</b>	22.5
<b>*Early bird PRISA Member:</b>	R6050.00
<b>Late PRISA member:</b>	R6530.00
<b>*Early bird non-member:</b>	R6910.00
<b>Late non-member:</b>	R7290.00
<b>PRISA registered student:</b>	R4100.00



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

Accommodation NOT included in any of the fees

Fees subject to change

\*Early bird: Book and pay before 12 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.