

**Channel Islands Training & Development Ltd in partnership**  
**with**  
**CPC TRAINING**

PRODUCING PROFESSIONAL WRITTEN COMMUNICATIONS

**WHO SHOULD ATTEND?**

The course is designed for anyone who must regularly produce written documents as a part of their work. It gives a solid grounding in the skills of producing effective professional documents and, will also serve as a refresher for those who have been writing professionally for some time.

**COURSE OBJECTIVES**

By the end of the course delegates will:

- ✓ Recognise and avoid the most commonly occurring mistakes in: grammar, spelling, punctuation, sentence structure, word usage and layout;
- ✓ Understand the different uses of a letter and use the correct style and tone for each purpose;
- ✓ Structure written information logically, using an attractive layout in keeping with any preferred organisational style;
- ✓ Be aware of and use correct conventions for each type of business document;
- ✓ Use and construct standard paragraphs and letters correctly;
- ✓ Plan and present complex information clearly;
- ✓ Produce written business documents quickly, efficiently and effectively;
- ✓ Understand and use Customer Care techniques in business communications.

**To book please telephone 01534 737701 or fax 01534 737721 E-mail:**  
**[mail@citd.co.uk](mailto:mail@citd.co.uk) or visit [www.citd.co.uk](http://www.citd.co.uk)**

(continued from overleaf)

## **COURSE CONTENT**

- ✓ The basics of professional business writing: word usage, grammar, spelling, sentence structure, punctuation and paragraphing.
- ✓ Commonly occurring mistakes and how to avoid them.
- ✓ The business letter: its purposes, conventions and structure.
- ✓ Sales letters, replies to complaints, 'chasing' letters, informative letters: choosing appropriate style and tone.
- ✓ Structuring complex information in an easily understood form.
- ✓ The conventions of memoranda, faxes and Emails.
- ✓ Word processing packages: use and abuse.
- ✓ The importance of proof reading.
- ✓ Standard letters: their use and abuse.
- ✓ The need for Customer Care in written documents.

## **TUITION METHODS**

The course is highly participative. Practical exercises accompany most topics and, delegates are encouraged to bring along examples of their work for individual discussion with the tutor. A booklet containing full notes and examples of document layouts and texts accompanies the course. Believe it or not, the day is also entertaining – if it isn't fun, it's forgotten!

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