

# Business English Writing Seminar

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## OUTLINE

# Introduction

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In today's fast-paced business environment, the ability to communicate clearly and concisely is paramount for effective decision making and driving action. A well-written professional email not only showcases your competence and confidence but also significantly enhances your professional image among clients, colleagues, and managers.

The aim of this seminar is to equip graduates and professionals with the essential skills necessary for effective business writing in English. Through comprehensive training sessions, participants will gain proficiency in various aspects of business communication, enabling them to confidently navigate diverse business scenarios and enhance their professional interactions.

## Day One: Preparing to Write

**Objective: Understand the fundamentals of effective business writing.**

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- Understanding the Audience: Identifying who the reader is and tailoring the message accordingly.
- Purpose: Clarifying the intention behind the communication.
- Content: Defining what needs to be communicated.
- Approach: Determining the appropriate tone and style for the message.
- Types of Writing: Exploring various forms of business writing, including emails, reports, and internal correspondence.
- Writing Diagnostic: Assessing current writing skills and areas for improvement.

## Day Two: Structure

**Objective: Learn how to organize and structure business writing effectively.**



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- Sequencing Ideas: Arranging thoughts logically.
  - Paragraphs: Understanding the role of paragraphs in conveying information cohesively.
  - Use of Headings: Utilizing headings to guide the reader through the document.
  - Formality: Adjusting the level of formality based on the context and audience.
  - Grammar and Syntax: Reviewing basic grammar rules and sentence structure.

## Day Three: Cohesion and Clarity

**Objective: Improve coherence and clarity in business writing.**



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- Connectors: Using transitional phrases to link ideas.
  - Reference Words: Employing pronouns and other reference words effectively.
  - Referring to Other Parts of the Text: Creating coherence within the document.
  - Layout: Organizing the visual presentation of the text for clarity.
  - Key Phrases: Incorporating commonly used phrases for clarity and professionalism.
  - Sentence Structure: Crafting clear and concise sentences.
  - Use of Jargon: Balancing technical language with plain language for clarity.

## Day Four: Functions and tools

**Objective: Master specific functions of business writing and refine punctuation skills.**



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- Customer/Supplier Communication: Understanding the dynamics of interactions with customers and suppliers.
  - Inquiries and Orders: Crafting effective inquiries and processing orders professionally.
  - Agreeing to Terms: Negotiating and finalizing agreements.
  - Handling Complaints and Apologies: Addressing issues and offering resolutions.
  - Punctuation: Reviewing the correct usage of commas, colons, semi-colons, apostrophes, and capital letters.
  - Error Correction: Developing strategies for self-correction and utilizing online tools for proofreading and editing, i.e. google translate, Grammarly, Chat GPT, etc.

## Highlight



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Throughout the seminar, participants will engage in interactive activities, such as writing exercises, group discussions, and peer reviews, to reinforce learning and practical application of concepts. Additionally, providing real-life examples and case studies relevant to maritime business will enhance the relevance and effectiveness of the seminar.

## Who should attend

Business English Skills is tailored for graduates and professionals who are seeking to strengthen their business communication skills and become more confident in conducting business effectively in English in a variety of contexts. Whether aiming to refine negotiation techniques, enhance presentation skills, or foster stronger client relationships, this seminar equips participants with the tools to navigate diverse business scenarios with confidence.

## Seminar Details



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Dates: 4, 11, 18 & 25 April 2024

Hours: 19:30-22:00 (GMT +3)

Venue: Online via zoom

Online learning: Engage in a comprehensive seminar comprised of 4 fully tutored online sessions. Upon completing your registration, you will promptly receive an email containing all essential details and links to the webinars. No specialized equipment is necessary, aside from a camera and microphone.

Fees: 400 EUR (incl. tuition fees and reading material)



## Tutor

### **Ms. Tina Zacharopoulou, BA, MSc (California)**

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Tina holds a BA in Political Science from the University of California at Riverside and an MSc in Teaching English as a Second Language from California State University at Fullerton, where she specialized in Second Language Acquisition and did my Master's Thesis in Content-Based Language Instruction. Tina also holds a Multiple Subject Teaching Credential from California State University at San Bernardino which gives her the license to teach in all primary and secondary schools in California. In the United States, Tina taught in the American Culture and Language Program at California State University, San Bernardino for five years and taught academic English to foreign students pursuing both undergraduate and postgraduate degrees as well as the being responsible for selection of course materials, curriculum design and the use of authentic materials in the language classroom For the last 20 years in Greece, she has had extensive experience in teaching English to adults, mainly Business and tailor-made English language programs to executives in all industries and sectors, such as banking and finance, shipping and maritime, pharmaceutical, sales and marketing, etc. At Benefit Language Programmes and Services, apart from her teaching responsibilities, she is fully responsible for the operation of our executive language programs in all languages, including placement of students, selection and creation of materials, recruitment of teachers, supervision of courses and content, testing, assessment and teacher training and development. Duties also include the liaison with companies to fulfill both educational and business goals.



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