



Business English Series: Professional Written Replies to Complaints

This one-day workshop is designed to:

- ✓ help participants understand the language of effective replies
- ✓ help participants realize the value of clear terms and phrases
- ✓ help participants empathize with the client's needs
- ✓ help participants meet and exceed those needs
- ✓ **empower participants with boosted confidence!**

Teaching Methodology

- ✓ **Role-play**
- ✓ **Discussion**
- ✓ **Mini-presentation**




Image courtesy of David Castillo Dominici at FreeDigitalPhotos.net

Participants will be challenged constantly to be proactive, assertive, creative and engaged!



COURSE CONTENT

		Topic and Sequence	Participants will:
1	30 mins	Which language should I use?	<ul style="list-style-type: none"> • talk about empathizing • discuss the 'you' orientation • share real-life experiences
2	30 mins	What phrases are most reader-friendly?	<ul style="list-style-type: none"> • talk about unbiased language • discuss proactive phrases • share future v past orientation strategies
3	30 mins	Which words and phrases should I avoid?	<ul style="list-style-type: none"> • talk about negative words • discuss how to replace them • share an 'action-oriented' approach
4	60 mins	Can I analyze some real-life samples?	<ul style="list-style-type: none"> • talk about common mistakes • discuss how customers feel • share best model answers
5	30 mins	Is there a template for answering complaints?	<ul style="list-style-type: none"> • talk about 2 kinds of complaints • discuss a 6 step process • share best practice words/phrases
6	60 mins	Can I do some writing practice?	<ul style="list-style-type: none"> • talk about 3 authentic complaints • discuss writing strategies • share model answers
7	60 mins	What's Hong Kong English?	<ul style="list-style-type: none"> • talk about the characteristics • discuss vocabulary issues • share real life examples
8	60 mins	How I can enhance my language awareness?	<ul style="list-style-type: none"> • talk about old vs new language • discuss writing concisely • share examples
9	30 mins	What's the right tone to use?	<ul style="list-style-type: none"> • talk about emotional words • discuss positive language • share the value of relationship building

*Approx. 6.5 hours of training, excluding lunch and tea-breaks.

Business English Series: Professional Written Replies to Complaints Workshop

- Date & Time:** 9th February 2018 (Friday) 9:30a.m. - 5:30p.m.
Fee/Discount: HK \$1,400 / **HK 1,150*** (*Enjoy early bird discount if register before 19 Jan 2018*)
Venue: 19/F., K. Wah Centre, 191 Java Road, North Point, Hong Kong
Language: English with English handouts
Speaker: **Mr. MATTHEW PAINE, M.Ed (TESOL) - ENGLISH TEACHING PROFESSIONAL**
Matthew is a corporate Business English trainer based in Hong Kong. He develops, facilitates and leads customized in-house corporate communication English programs for MNCs .
- Earned **Masters Degree in TESOL** (Teaching English as a Second Language) at **Merit Level** from Oxford Brookes University, England in December 2010
 - **21 years' experience** in the ESL teaching profession.

About the Trainer

Matthew creates fast-paced training; the only constant is changing perspectives. He has a very distinct training style; open, supportive and performance based. He encourages participants to be flexible and innovative and to take risks. He also creates a positive, proactive learning space which boosts participants' confidence and performance.

Please make cheque payable to "Hong Kong Quality Assurance Agency" and send it together with this form to:
Hong Kong Quality Assurance Agency, 19/F., K. Wah Centre, 191 Java Road, North Point, Hong Kong.
For enquiry, please contact Mr. Anson Wong at 2202 9395 / 6111 3855 or Ms. Kassie Kei at 2202 9330 / 6050 8153.

【REPLY SLIP】

Fax No: 2202 9198	Email: anson.wong@hkqaa.org / kassie.kei@hkqaa.org	M065E/HK-02A
Company Name:	Membership / Certification No: (if applicable)	
Address:		
Contact Person:	(Mr./Ms.)	Tel: Title:
Fax:		E-mail:
Participant 1:	(Mr./Ms.)	Title:
Tel:		E-mail:
Participant 2:	(Mr./Ms.)	Title:
Tel:		E-mail:

*Remarks : 1. All successful registrants will receive a confirmation letter .2. Please note that the above information may be used by HKQAA for processing the application of the seminars, and for any other purposes as stated in the Privacy Policy Statement. You may view the Privacy Policy Statement of HKQAA from its website (www.hkqaa.org/cmsimg/privacy/statement.pdf). 3.HKQAA reserves the right to cancel the course, change the trainer, contents, date, time and / or venue as necessary. 上述資料將被香港品質保證局用於閣下登記研討會之用，以及用於本局在私隱政策聲明中所述之其他用途。如欲了解香港品質保證局的私隱政策聲明，請瀏覽網站 (www.hkqaa.org/cmsimg/privacy/statement.pdf)。 ☐ I do not wish to receive any further information from HKQAA. 本人不欲收取香港品質保證局發送的任何資料 Fax傳真/Email電郵: (Please fax to (852) 2202 9222 or email to unsubscribe@hkqaa.org 請傳真至 (852) 2202 9222 或電郵至 unsubscribe@hkqaa.org) 19/F., K. Wah Centre, 191 Java Road, North Point, Hong Kong 香港北角渣華道191號嘉華國際中心19樓 Tel (電話) : (852) 2202 9111 Fax (傳真) : (852) 2202 9222