



Business English Series - Effective Proposal Writing Workshop

This one-day workshop is designed to:

- ✓ help participants understand different kinds of proposals
- ✓ help participants realize the value of modern writing
- ✓ help participants become more effective
- ✓ help participants meet the needs of the reader
- ✓ **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	Are proposals and reports the same?	<ul style="list-style-type: none"> • talk about their experience in writing • discuss the key differences • share their opinions
2	30 mins	What are the common mistakes in proposals?	<ul style="list-style-type: none"> • talk about purpose statements • discuss the importance of language • share the value of propositions
3	30 mins	Can we analyze some samples?	<ul style="list-style-type: none"> • talk about the pros / cons of each one • discuss improvement strategies • share ideas and opinions
4	60 mins	What is the best structure?	<ul style="list-style-type: none"> • talk about structuring a purpose statement • discuss best language usage • share model answers
5	30 mins	How can I persuade people with my writing?	<ul style="list-style-type: none"> • talk about 4 persuasive steps • discuss 5 logical arguments • share authentic workplace situations
6	30 mins	How can I write more clearly?	<ul style="list-style-type: none"> • talk about needs of the reader • discuss logical formatting • share best practice language
7	60 mins	What are the rules for writing lists?	<ul style="list-style-type: none"> • talk about the benefits of lists • discuss parallel construction rules • share grammar and punctuation rules
8	60 mins	How can I write more concisely?	<ul style="list-style-type: none"> • talk about increasing comprehension • discuss redrafting • share how to reduce wordiness
9	60 mins	How can I write in a proactive, verb-led style?	<ul style="list-style-type: none"> • talk about the value of verb-led writing • discuss the reduction of jargon • share best practice examples

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



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- Date & Time:** 1st June 2018 (Friday) 9:30a.m. - 5:30p.m.
Fee/Discount: HK \$1,400 / **HK 1,150*** (Enjoy early bird discount if register before 11th May 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 **M068E/HK-06A**

Company Name: _____ Membership / Certification No: (if applicable) _____

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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*