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# **WRITING IN PLAIN ENGLISH FOR BANKING AND FINANCE**

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*Thursday - Friday  
26 – 27 August 2010  
Kuala Lumpur*

# OBJECTIVES

Upon completion of the programme, participants will be able to:

- write straightforward, reader-focused sentences that express an easily understood message
- write with a style that is more professional and contemporary
- choose and use vocabulary more effectively than before, especially with the purpose of developing better client relationships
- understand how the design, organisation and layout of material affect the reader's opinion
- punctuate effectively to avoid ambiguity and increase interest

# KEY TOPICS

- **Introduction: Writing Clearly and Effectively**
  - Plain English: today's business writing
  - Writing efficiently: the cost savings
  - The Plain English continuum
  - Editing from the bizarre to the understandable
  - Avoiding legal and financial jargon
  - Ancient expressions and redundant words
  - Using the active voice
- **Developing a Professional Style**
  - Using shorter and more positive structures
  - Engendering a friendly tone into your writing
  - Writing a rejection/refusal letter
  - Share prospectuses and plain English
  - Writing notices and circulars
- **Organisation & Layout**
  - Punctuation: avoiding the monotone in writing
  - Using headings, bold, italics and graphics
  - Using lists and bullet points
  - Using parallel structures
  - Using tables and charts
  - Writing PowerPoint slides
  - Writing a concise executive summary
- **Fine Tuning the Message**
  - Dealing with complaints
  - Writing the minutes of meetings
  - Selling your ideas
  - Writing internal memos
  - Writing emails
  - Writing applications
  - A final word on editing

# TARGET AUDIENCE

Participants will be led through a series of problem solving exercises, discussions and activities to a recommended solution. The workshop will be highly interactive, very practical and task driven in nature to ensure full participation from the trainees.

The course is designed for anyone who would like his or her staff and customers to easily understand the documents they write, as well as discover an easier way of writing fairly complex documents.

# APPROACH

**David Hirst** has been teaching for over 20 years with more than 12 years of experience in management development skills training. He is a first-rate expert in his field and possesses the depth of knowledge necessary to respond to participants' needs and wants. He is a specialist in helping people grow and develop their potential, as well as getting them to put across their messages with impact. He has extensive experience of working in corporate cultures and managing staff which allows David to conduct innovative and results driven workshops to bring positive changes to individuals and their business performance. He has also presented many papers and had several articles published in technical journals, newspapers and magazines. He has three books published: 'Hirst on Negotiation: winning hearts and minds', 'Hirst on Business Writing: the evolution of writing with style and impact', and 'Hirst on Presentations: a perfect presentation for the damned, the doomed and the afflicted'. They can all be found in leading bookshops. His publisher (Advantage Quest) has requested a fourth book which he is currently working on. David has proposed the following title: 'Business Communication: the essential element of leadership'.

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<b>Date</b>	Wednesday – Thursday, 26 - 27 August 2010
<b>Time</b>	9.00 a.m. – 5.00 p.m.
<b>Venue</b>	Institut Bank-Bank Malaysia Wisma IBI, 5 Jalan Semantan Damansara Heights 50490 Kuala Lumpur
<b>Attire</b>	Office wear
<b>Fee</b>	STF Member : RM850 IBBM Member : RM1,400 Non-Member : RM1,900
	The above fee includes programme materials, meals and refreshments. Payment of fees must be made BEFORE commencement of the programme.
<b>Closing date</b>	Wednesday, 12 August 2010
<b>Enquiries</b>	Kindly contact Wani/Zubidhah at 03-2095 8922 (ext. 174/135).
<b>Nominations</b>	Participation is limited to 20 person on a first-come first-served basis. IBBM reserves the right to decline any nominations, without the obligation of providing any reason. Confirmation of participation is by way of official notification from the Institute.
<b>Kindly address nomination form(s) to</b>	The Executive (Learning Solution 3) Institut Bank-Bank Malaysia Wisma IBI, 5 Jalan Semantan Damansara Heights 50490 Kuala Lumpur Fax : 03-2095 7822 Email : <a href="mailto:lead@ibbm.org.my">lead@ibbm.org.my</a>
<b>Commitment to programme</b>	The intensive nature of IBBM programmes requires the participants' full attention and attendance at all sessions. Participants should be free of their professional obligations for the duration of the programme.

**Notice of withdrawal:**

Unless written notice of withdrawal is received before the closing date of the programme, the full fee is still due in the event of non-attendance. The Institute accepts replacement(s), which must be in writing, prior to the programme's commencement date. However, no substitution of participant(s) will be allowed for the duration of the programme. The Institute reserves the right to make changes to the schedules, venue or cancel the event altogether.

**REGISTRATION FORM****WRITING IN PLAIN ENGLISH FOR BANKING AND FINANCE***26 – 27 August 2010*

Please register the following participant(s) for the above programme.

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Name & Signature of Nominating Officer (*Please stamp*)

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Name & Address of Nominating Organisation (*Please stamp*)

**FEE**

Please make bank draft/cheque payable to **INSTITUT BANK-BANK MALAYSIA**. Payment of fees must be made **BEFORE** commencement of the programme

Bank Draft/Cheque No
RM

PARTICIPANT 1												
Name												
New NRIC No. (Mandatory)									-			
Individual Membership No. (if any)												
Designation and Department												
Email												
Telephone												
Fax												
PARTICIPANT 2												
Name												
New NRIC No. (Mandatory)									-			
Individual Membership No. (if any)												
Designation and Department												
Email												
Telephone												
Fax												

CONTACT PERSON	
Name	
Name of Organisation	
Address of Organisation	
Email	
Telephone	
Fax	

Please photocopy for additional participants.

**Please complete and return this form to the Institute before 12 August 2010**