

# ADVANCED BUSINESS WRITING

## NOTE TO PARTICIPANTS

**MODE:** 100% ONLINE\*

**DATE:** WEDNESDAY, 27<sup>TH</sup> TO SATURDAY, 30<sup>TH</sup> APRIL, 2022  
(5 PM – 8 PM on Weekdays & 9 AM -4 PM on Saturday)

**Host Organization:** Institute of Digital Marketing Communication  
[www.idmcghana.com](http://www.idmcghana.com)

**Partnering Organization:** Cadi Media and Communications Consult

**Contact Persons:** Martin Ntem - 0206018207  
Theodora Kwening - 0545509509

## Introduction

Thank you for registering for the ADVANCED BUSINESS WRITING

This Advanced Business Writing training will help you deliver your message powerfully and effectively while saving time and getting the desired response. This Business Writing course provides guidance on an array of tools and techniques that can be used to create credible business documents.

Participants will be taken through the rudiments of writing Memorandums, Short Reports, Proposals, Business Emails, Business Letters, Cover Letters, etc. in this 4-day course.

This course will teach you to write fluently, inform, impress and influence your readers.

## Learning outcomes

1. Learn to write winning Business Proposals and plans
2. Know the different types of business letters and how to write them
3. Learn to write powerful speeches
4. Learn to spot, avoid and correct common writing pitfalls
5. Gain valuable experience analyzing, writing, and revising a spectrum of business documents.
6. Get access to business writing templates
7. Learn Golden Art of Writing a CV
8. Drafting the Perfect Job Advertisement
9. Cross-cultural Communication on Email/Chat
10. Writing for a company blog, website, social media, marketing materials etc.
11. Copywriting rules

## Course Requirements

- Passion & Commitment
- **Zoom app**
- 4 days, 3 hours each on weekdays, 6 hours on weekend

- Computer or phone with Internet Connectivity
- No prior experience with digital marketing required

### **IMPORTANT NOTES:**

- All the modules CAN be taken ONLINE.
- This special arrangement is also to favor all those who live outside Accra and Ghana
- **Interested participants can join the Saturday Session physically at the Kofi Annan IT Centre in Accra. You must, however, inform the team at least a week before the training so that adequate preparations can be made for you.**
- There will also be no need to miss other equally important assignments or tasks. Video recordings and other materials will be exclusively made accessible to you up to two months after the training.
- Certificates can **either** be awarded in a PRINTED or DIGITAL form. Our Team will call to confirm your choice.
  - Interested participants who want DIGITAL CERTIFICATES can also call to inform the team before the start of the training.
  - PRINTED Certificates will be available for pick-up at the Kofi Annan ICT Centre from **Saturday 30<sup>th</sup> April to Saturday 5<sup>th</sup> May 2022** during working hours from **Ms.Theodora Kwening (0545509509)** or at our Office Annex at Osu Bluegate.
  - Participants who cannot come in person can authorize others to pick their certificates on their behalf.
  - A Delivery Service is available to deliver certificates upon request to interested participants within and outside Accra on a payment-on-delivery basis.
- All communication shall be via SMS and email, or phone on the following contacts; 0206018207 / 0545509509 **only**.

# ADVANCED BUSINESS WRITING

WEDNESDAY, 27<sup>TH</sup> TO SATURDAY, 30<sup>TH</sup> APRIL, 2022

<b>Wednesday- Online 27th April</b>	<b>THURSDAY- Online 28th April</b>	<b>FRIDAY- Online 29th April</b>	<b>Saturday -Online 30th March</b>
<p>5 – 8 pm</p>	<p>5 – 8 pm</p>	<p>5 – 8 pm</p>	<p>9am – 12 pm</p>
<p>Introduction and course objectives</p> <ul style="list-style-type: none"> <li>• Introduction to Business Writing</li> <li>• Types of business writing and how to write them</li> <li>• Writing a winning business proposal or plan -MTN</li> </ul> <p><b>Martin Thompson Ntem</b></p>	<ul style="list-style-type: none"> <li>• Copywriting rules</li> <li>• Writing a copy</li> <li>• Drafting the Perfect Job Advertisement and other ads</li> </ul> <p><b>Kojo Dadzie</b></p>	<ul style="list-style-type: none"> <li>• Writing for a company blog, website, social media, marketing materials, etc</li> <li>• Cross-cultural Communication on Email/Chat</li> <li>• Learn Golden Art of Writing a CV</li> </ul> <p><b>Benjamin Alpha</b></p>	<ul style="list-style-type: none"> <li>• Writing and revising a spectrum of business documents that include: Memos, minutes of meetings, Short Reports, Proposals, Emails etc.</li> </ul> <p><b>Stephen Gyasi Jnr</b></p> <ul style="list-style-type: none"> <li>• Speech Writing</li> </ul> <p><b>Margaret Ansei</b></p>
			<p>Break 12 to 1pm</p>
			<p>1 – 4 pm</p>

			<p>How to spot, avoid and correct common writing pitfalls –</p> <p><b>Dr. Modestus Fosu</b></p> <p><b>Discussion on Project Work</b></p>
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**For further inquiries:**

- For any enquiries kindly contact Customer Relations on 233206018207

**INSTITUTE OF DIGITAL  
MARKETING COMMUNICATION**