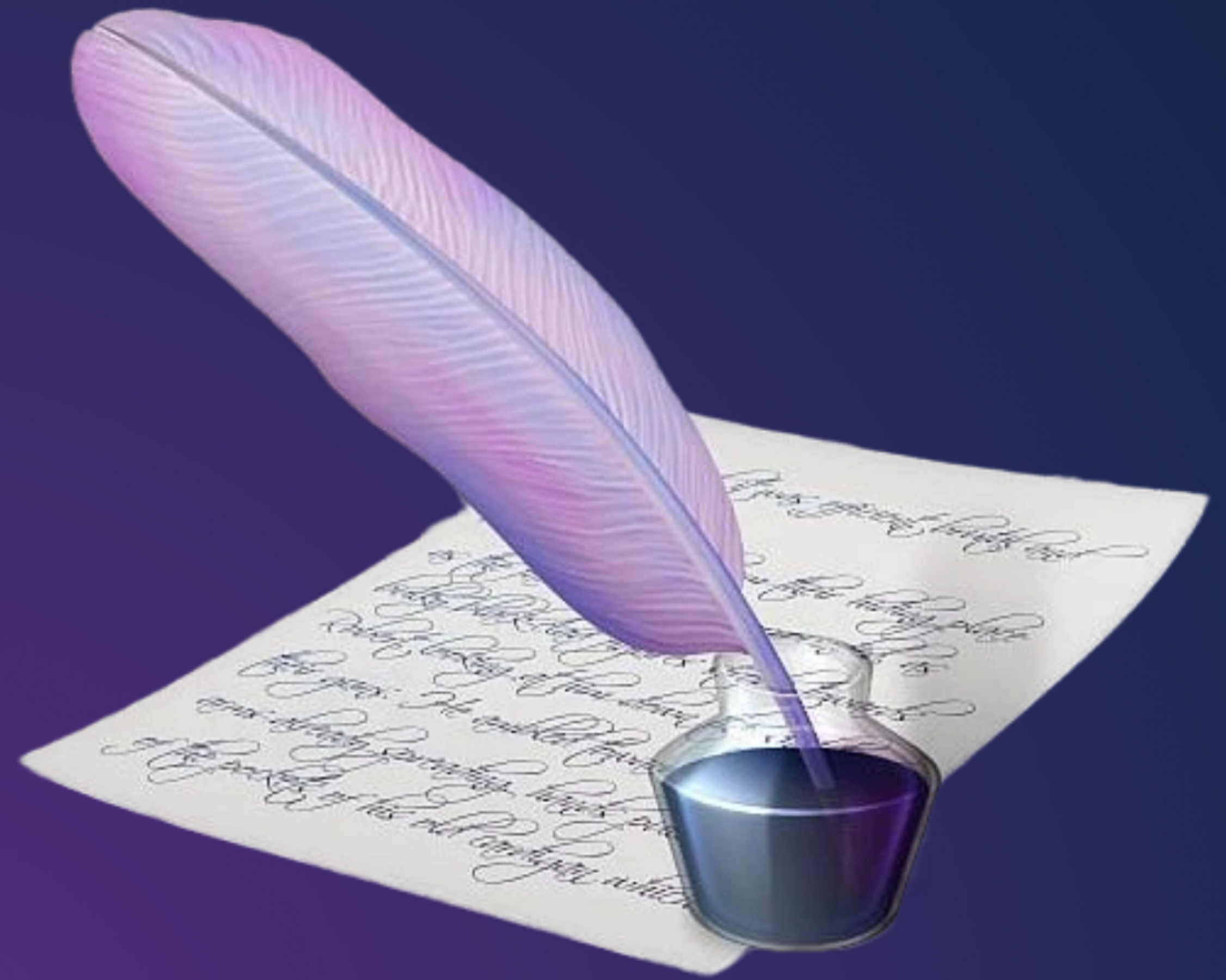


# Training on Content Writing Topics

Mode: Hybrid

- Introduction
- Sentence Construction
- Paragraph Construction
- Introduction to Business Writing
- Mastering the Foundations of Business Writing
- Mastering the Diversity in Business Writing
- External & Internal Communication
- Persuasive Messages
- Daily Routine Messages
- Goodwill Messages
- Negative Messages
- Employment Correspondence



## Who should attend?

This course is relevant for those who want to improve or refresh their writing skills. Specially designed for junior to mid-level executives, admin staff, young researchers, customer service professionals, executives dealing with clients, management trainees, auditors, teachers, students, etc.

## Trainer

Maria Hassan Siddiqui is an Assistant Professor at Social Sciences Department, and a patron of the Dramatic Society at IBA. She has over 17 years of training experience in various institutes & has completed M.A. (Applied Linguistics), from London Metropolitan University, UK, M.A. (English Linguistics), and M.A. (English Literature) from University of Karachi and B.A. Hons. (English Literature), University of Karachi.



She is also patron of Dramatic Society at IBA. She has over seventeen years of Training Experience in various institutes including Allama Iqbal Open University, NIBAF and Commecc Institute of Faculty Training. She has been involved in teachers training and development. She has taught courses in English Grammar and Composition, English Composition, Managerial Communication, Business Communication, Social Psychology and Self-Development, and Human Behavior. She is also currently associate with Skills Development Programs conducting customized trainings on topics related to Business Writing Skills.

Investment: PKR 30,000 + 5% SST Early Bird Discount of 15% available. Group Discount of 10% for 2 or more & 15% for 5 or more Participants.