

PROFESSIONAL WRITING SKILLS FOR COMPANY SECRETARIES

COURSE INTRODUCTION

The writing produced by company secretaries is read internally by top executives and externally by high level officials, and even by the general public. Often, they have to write on behalf of the board and management. Therefore, there is a need for company secretaries to project professionalism in their writing. Obviously, the writing should be free of grammatical errors as well. On top of that, company secretaries may find themselves having to deal with tough requests and complaints, and having to respond tactfully to protect the image of the organisation.

COURSE OBJECTIVES

The objective of this course is to provide you with powerful techniques that will help you handle those writing challenges. You will take home easy-to-remember and astoundingly simple ideas that can transform your writing.

COURSE CONTENTS

- Put first things first
 - The 5Cs of effective writing
- Write with a strategy
 - How to analyse your readers
 - How to develop your messages
 - How to decide between a formal or informal tone for your message
- Write professional e-mails and letters
 - Email etiquette: mind your email manners
 - Cyber trends: to follow or not to follow?
- Discover vital writing techniques
 - Powerful writing techniques for expressing your ideas clearly
 - Putting forward negative messages in a positive way
 - Responding to complaints and tough requests
- Raise your grammar levels
 - Common grammar errors
 - Where to find writing tools for improving your grammar day by day, even as you write
 - How to use writing tools to form grammatically correct sentences

LEARNING OUTCOME

By attending this programme, the participants will be able to:

- Identify essential principles of writing
- Use vital techniques to express ideas clearly and professionally
- Apply strategies to convey difficult messages to clients in a positive manner
- Identify common grammar problems and techniques to overcome them

METHODOLOGY

This course uses competence-based experiential training methodologies including:

- writing assignments
- group exercises
- word games

ABOUT THE TRAINER

Lum Woon Foong holds a Masters Degree in Training and Human Resources Development from the University of Warwick, UK and is a Chartered Accountant, Malaysia. She also has two accreditations from South Australia - competency-based training and education (CBTE) Instructor, and CBTE Curriculum Designer and Developer. As a practitioner, consultant and trainer for more than 15 years, she has wide experiences in designing training that has a strong link with real life business requirements. She has conducted training for a wide range of personnel, from clerks to managers to Board members. Her passion is in making subjects which are perceived as difficult to understand into something enjoyable and easy to learn. She has served clients in a wide range of industries including agriculture, banking, business consulting, IT, insurance, manufacturing, retail and shipping. She has held senior management positions in finance, human resource management and training in organisations such as Malayan Cement Berhad, MCSB Systems, and Ernst & Young. Other organisations she had worked in include Coopers & Lybrand and Deloitte Kassim Chan.

WHO SHOULD ATTEND

Company secretaries, executives, managers and individuals whose role requires them to write professionally.

DATE	VENUE	EVENT CODE
29 October 2018	Menara SSM@Sentral, Kuala Lumpur	CEP/KL/18/070
Time	9.00 am – 5.00 pm	
Training Methodology	Lecture and Case Discussion	
Fee (inclusive of 6% GST)	RM530.00 Standard RM424.00 Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Assoc. & Advocates Assoc. of Sarawak.	
SSM CPE Points	8	

Fee inclusive of certificate of attendance, compact disc pre-loaded with seminar materials and refreshment.

Use one form for each participant. Print or type clearly. This form can be downloaded from SSM's website at www.ssm.com.my. Kindly make copies if more forms are needed.

Please register me for the below programme:

DATE	PROGRAMME

PARTICIPANT DETAILS: *(All details must be completed)*

Name _____

I/C No. _____ Licensed Secretary No. _____

Prescribed Body Name & Membership No. _____

Designation _____

Company _____

Address _____

Office Tel. No. _____ Fax No. _____ Mobile No. _____

Email Address _____
(Please provide your e-mail address as registration confirmation is sent to you via e-mail.)

Tax Invoice to be issued in the name of _____

Name of HR personnel _____ Tel. No. _____

Vegetarian Meal Other Diet _____

Payment by cheque no. _____ amount RM _____

PAYMENT

- Fee is payable to **SURUHANJAYA SYARIKAT MALAYSIA**
- Payment can be made in cash, cheque, bank draft, credit card, postal order or money order.
- Each programme fee must be paid separately.
- Only cheque issued by company/firm can be accepted. Companies/Firms that issue a non-valid cheque will be blacklisted.
- Personal cheque will not be accepted.
- On the reverse of each instrument of payment, please indicate the participant(s) name (maximum 5), License Secretary no. / Professional Body name (if any), programme date and event code.
- Attach with a copy of the Registration Form (if payment made before the programme date) or Invoice (if payment made after the programme date) when submitting payment.
- Payment can be made at SSM, Level 17, Menara SSM @ Sentral, Kuala Lumpur and at all SSM branches in Malaysia.

PROGRAMME FEE

COMTRAC's training and administration fees are subjected to 6% GST under the GST Act 2014. Fee is inclusive of certificate of attendance issued by the Companies Commission of Malaysia (SSM), a pre-loaded CD containing training materials, refreshments and lunch (where applicable).

FAX YOUR REGISTRATION FORM AND SEND YOUR PAYMENT TO:

COMTRAC, Level 12, Menara SSM @ Sentral, 7 Jalan Stesen Sentral 5, Kuala Lumpur Sentral, 50623 Kuala Lumpur
 Tel: +(603) 2299 4440 (Zakhir) / 4441 (Priya) / 5308 (Fuza) Fax: +(603) 2299 4451 / 4452 Email: comtrac@ssm.com.my

TERMS & CONDITIONS

Registration is on a first-come-first-served-basis. No walk-in accepted. All registrations MUST be submitted to SSM accompanied with the **full payment five (5) working days before the programme**. Admittance will not be permitted unless payment or letter of guarantee is received. Participant will be issued a Certificate of Attendance upon full attendance of the programme and payment or letter of guarantee is received.

Cancellation

No refund is entertained if participant decide to cancel their registration but a substitute is welcome. Written notification of substitute's name must be received by COMTRAC at least three (3) working days prior to programme. Any difference in fee will be charged accordingly. In cases of cancellation/postponement of programme by COMTRAC, the registration fee will be refunded.

Transfer

No refund is entertained if participant fails to attend a programme. Transfer of registration fee to another programme is not allowed.

Replacement Of Certificate

SSM will charge an administrative fee of RM30.00 (inclusive of 6% GST) per copy for any replacement of certificate due to errors in name or identification card number wrongly filled by participant / representative during registration or loss of certificate, etc.

DISCLAIMER

SSM reserves the right to cancel programme, change date(s), venue(s), speaker(s) or any other changes due to any unforeseen circumstances that may arise without prior notice to participants. Upon submitting the registration form, you are deemed to have read and accepted the terms and conditions.

PSMB

Suruhanjaya Syarikat Malaysia is registered as a training provider with **PSMB** under **KERAJAAN1846**.

PERSONAL DATA PROTECTION NOTICE

Your personal data and other information provided in this application and including any additional information you may subsequently provide, may be used and processed by COMTRAC / SSM as a reference in future to communicate with you on our training programmes/ events. In line with the Personal Data Protection Act 2010, we wish to get your agreement and consent for using your personal data. If you do not consent to the processing and disclosure of your personal data, you should send an e-mail to us at comtrac@ssm.com.my