



CHARLTON MARTIN
CONSTRUCTION CONTRACTS CONSULTANTS



Write Like A Professional! *in the Construction Industry*

25 & 26 September 2018

Skyview 6, Level 28, The Gardens Hotel

Early Bird Registration with full payment
by 25 August 2018 at **RM1,500.00** per person

Registration – **RM1,800.00** per person
(All fees are subject to taxes applicable at the time of the seminar)

Are your Business Documents
Clear, Concise, Complete, Correct, Courteous and Cohesive?

Daily Seminar Programme

<i>8:30 AM to 9:00 AM</i>	<i>Registration</i>
<i>9:00 AM to 12:00 PM</i>	<i>Part 1</i>
<i>12:00 PM to 2:00 PM</i>	<i>Lunch</i>
<i>2:00 PM to 5:00 PM</i>	<i>Part 2</i>

WIDEN YOUR BUSINESS COMMUNICATION HORIZONS NOW!
with DR ALISTAIR KING

Write Like A Professional!

About the speaker:



Dr Alistair King heads a team of highly qualified and experienced consultants. He has had thirty years experience in education and training in several European, African and Asian countries. He has held university posts both in his home country, the United Kingdom, and in Malaysia. In addition, he has been a correspondent for International News Services, reporting on issues in Eastern Europe and the Middle East. Since the mid-1990s, he has been involved in developing all levels of staff of Banks, Corporate Organisations, Manufacturing Companies and Government Departments. His extensive current client list includes many of the top performers in the corporate world, both in

Malaysia and in other Asian and African countries. Under a World Bank sponsorship, he has been involved in Human Resource consultancy with the Government of East Timor since the birth of that nation in May, 2002. Under a European Union-funded Human Resource Development project, he is the Communication Skills Consultant to the ASEAN Secretariat in Jakarta. He serves on the Industry Advisory Panel of University Teknologi Petronas, where he has particular responsibility for ensuring that the university's Humanities Department Programmes meet the requirements of corporate world. He is an Advisor to the School of Linguistics and Language Studies of University Kebangsaan Malaysia.

Registration:

HURRY, seats are LIMITED!

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Contact Esther Ooi today at Tel: 03 2287 5175 or

Complete your details below and email to seminars@charltonmartin.com or register online at charltonmartin.com

I confirm that I would like to attend this Seminar. Payment to be made by cheque / direct bank-in to HSBC account No. 203-300520-102 payable to Charlton Martin Consultants Sdn Bhd before 25 September 2018.

Name:

Designation:

Company Name:

Tel/Mobile no:

Email:

WRITE LIKE A PROFESSIONAL! IN THE CONSTRUCTION INDUSTRY 25 & 26 September 2018

Course Outline / Programme

Day 1

1. Getting started

- Write what is said!
- “I know what I was to write, but I don’t know how to... start”
- Declare the topic
- Develop the topic

Morning Coffee / Tea Break

2. Representing the topic grammatically

- The Active Voice vs the Passive Voice
- Focus on Speaker or Issue – Minimising or maximising the personal element
- Focus on “Agent” or “Patient”
- Essential Agent vs unnecessary, unimportant, unknown agent
- How letters / emails / contracts / proposals differ from each other

Lunch Break

3. Writing style

- Tone – Polite yet precise... even when terminating the Sub-Contractor!
- Language which avoids Verbosity, Tautology, Circumlocution, Pomposity and Jargon
- Language which is Clear, Concise, Complete, Correct, Courteous and above all, Cohesive

Afternoon Coffee / Tea Break

4. Editing session with “REAL” documents

- Letter of Intent, Award, Warning, Termination
- Other Contractual Documents

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Course Outline / Programme

Day 2

1. How to put the text together

(Applying persuasive writing techniques)

Devices to link points and direct the reader in the direction of sense

Achieving Prioritisation and subordination of points using:

- Anticipators: *When to use as; since; because; therefore; thus; so; consequently*
- Qualifiers: *When to use although; despite. However; nevertheless; while; whereas*
- Relative: *When to use which; that; who; whom; whose; where*
- Develop the topic

Morning Coffee / Tea Break

2. Major group writing task

- Group work with presentation: Making documents cohesive

Lunch Break

3. Tense means sense!

- Simple Past, Present Perfect & Past Perfect
- Use tense to avoid ambiguity
- Use tense for accuracy
- Use tense to show sequence

Afternoon Coffee / Tea Break

4. Tense means sense!

- Individual and Group exercises

5. Summing-up Quiz