

BUSINESS COMMUNICATION FOR FINANCIAL CRISIS

Training workshops round the year in Romania

Bucharest, Constanta, Cluj, Arad, Iasi, Sibiu, Timisoara

Adopt innovative communication strategies & techniques to improve your business during the current economic downturn and prepare for the future. Unlike other management skills training, this workshop gives you a painless, systematic approach based on a tested and proven method. Write clear, concise communiqué and documents — official memos, letters, reports, policy papers, briefings, proposals, etc. — to further your business objectives.

IMPACTMEDIA

Effective Business Crisis Writing requires a good understanding of how the global financial crisis is affecting us, what are our challenges and opportunities during this crisis, how we can use better communication skills to protect and grow our business and how we can align our communications strategies and techniques with what the top corporations in the world are doing to remain profitable during the crisis.

Most management experts say surviving the financial crisis will require exceptional business leadership. Exceptional leadership in business demands exceptional written communication skills because good leaders use their superior business writing skills to deliver greater value to all parties involved in a business process or transaction.

Do you spend a lot of your office time answering to clients' concerns?

Do you feel improving your business writing abilities can help your business?

Do you aspire to be a great business leader of the future?

Our Effective Business Crisis Writing Workshop is designed to awaken the business leader in you, to help you understand the difference between Reaction Communications and Response Communications and when to choose between the two. Our workshop addresses the needs of both individuals and companies in a wide range of industries, and participants get tools, tips, strategies, job aids, and follow-up resources to help them write better. We do this by organizing public and in-house business writing courses using advanced instruction methods and tools for better understanding. Our workshop focuses on the needs of working individuals and companies.

Effective Business Crisis Writing training will increase the clarity, impact, and overall professionalism of on-the-job written communications. Participants will learn about reader-centric wording, strategies for clear, complete and logical organization of their material. The workshops are highly interactive and lively, encouraging maximum participation. Extensive individual feedback is given to help ensure long-term retention and development.

Some of the topics covered during the workshop may include:

Business Writing • Technical Writing • Sales Letters • White Papers • Effective E-Mail • Customer Correspondence
Proposals & Recommendations • Editing and Proofreading • Letters/Memos • Articles for Publication
Manuals, Procedures & Protocol • Newsletters • Minutes of the Meeting • New Employee Orientation

ABOUT THE INSTRUCTOR

Saugata Bagchi has been in the writing business for over 20 years, having spent much of his time working for newspapers, magazines, radio, television and the Internet. He has trained journalists in New Delhi, news writers and corporate executives in Bucharest and business leaders in India and Romania. He has held writing workshops for over eight years now, giving hundreds of professionals and business leaders the confidence to go after their aspirations through effective written communications. His instruction method involves highly interactive sessions with a rigorous practical approach.

WORKSHOP DURATION

MODULE 1: 1 week (4 workshops of 3.5 hours each) for individuals and businesspersons

MODULE 2: 1 week (3 workshops of 4 hours each) for individuals and government officials

MODULE 3: 2 days (7 hours each day) for individuals and businesspersons

CLASS SIZE: Maximum 15 participants. (We can increase the class size for Module 3)

FOR MORE INFORMATION CONTACT:

Saugata Bagchi, IMPACT MEDIA

Phone: 0241 556 803 • Mobile: 0720 31 31 33

e-mail: saugata.bagchi@impr.ro

web: <http://www.impr.ro>

ABOUT IMPACT MEDIA

Impact Media is a strategic communications agency with a proven track record of reaching the right business and consumer audiences in the highly-competitive Romanian market. Recognized as an agency of excellence in PR and corporate communications, Impact Media designs innovative solutions for raising the brand equity of businesses, organisations and individuals by combining accurate market intelligence and cultural perspectives with creative insight and experience to deliver high impact solutions. We draw on our extensive knowledge of advertising, consumer behaviour, content creation, design, event marketing, public relations and the mass media and adapt the latest international trends in communications to local conditions. Impact Media offers a number of management communications training solutions to help companies with their business objectives and consolidate public or stakeholder goodwill.

