
Professional Business Writing (English)

專業商用英文寫作

Date: 31 May 2022 (Tuesday)

Time: 4:00pm – 6:00pm

This course will be delivered in Cantonese, with training materials and writing samples in English.

Eligibility:

Participants should have attained English proficiency equivalent to Hong Kong secondary school graduation, or above.

Course Outline:

- Build a strong business vocabulary
- Write clearly and concisely
- Attract and hold readers' attention
- Manage various styles and tones for different occasions
- Project personal image and company's brand
- Make key points really "pop"
- Present information so they "stick"
- Persuade convincingly & move readers to action

Speaker:

Ms. Eva Lo

Ms. Eva Lo is an accomplished speaker, writer and published author.

As Communications Consultant, she has worked with major organizations, writing and editing company brochures, manuals, press releases, speeches, etc.

As Training Consultant, she has taught Business Communication (speaking, writing) for major companies in various industries (e.g. banking & finance, hospitality, government, etc.) and countries (HK & Greater China, Singapore, Malaysia, Thailand).

Eva taught "Business Writing" at University of Toronto, Canada; and "Effective Speaking Skills" at Hong Kong Academy for Performing Arts.

She has won numerous writing competitions in Hong Kong and overseas, and is co-author of Gifted Education (ISBN 978 988 13577 6 2).