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專業商用英文寫作

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**Professional English Business Writing**

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**Date :** 20 October 2023 (Friday)

**Time :** 4pm – 6pm

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**This course will be delivered in Cantonese at:**

**HKMA, 1/F, First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong**

Eligibility

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

Pre-talk Preparation

Participants are strongly encouraged to submit at least two writing samples prior to the course date. The speaker will then provide professional critique of the received samples during the class in a friendly and enjoyable atmosphere. Writing samples can be emails, short reports or other daily correspondences.

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).