

REGISTRATION FORM

Effective Business Writing Skills

Monday - Tuesday * January 12 - 13, 2026 * FMM Institute Malacca

FMM Institute Malacca (475427-W)
D3-4, Plaza Jayamuda,
Jalan Pelanduk Putih, 75300 Melaka
(Fax: 06-283 8090)

Please register the following participant(s) for the above programme:

1 Name Designation

Nationality IC No.

2 Name Designation

Nationality IC No.

(If space is insufficient please attach separate list)

Please Tick (✓) if your company

☐ will be claiming under SBL-Khas Scheme

☐ will not be claiming under SBL-Khas Scheme

☐ vegetarian _____ pax

Enclosed cheque/bank draft No _____ for RM _____

being payment for _____ participant(s) made in favour of the

“FMM Institute”

Submitted by

Name _____

Designation _____

Company _____

Address _____

FMM Membership No. _____ PSMB MyCodeID No. _____

Telephone _____ Fax _____ Date _____

E-mail Address _____



Effective Business Writing Skills

January 12 - 13, 2026

SBL-KHAS SCHEME



FMM Institute Malacca Branch

Centre for Professional Development

CONTENTS

DAY 1

- **Ice Breaker Activity**
- **Introduction and Course Outline**
- **What is Readable Writing?**
 - What should your writing do?
- **The Power of Words to Express, Not to Impress**
 - Avoid archaic vocabulary
 - Replacing outdated and redundant phrases
 - Avoid clichés, jargon etc
 - Eliminate wordy phrases – Use simple words and short sentences
- **Working on Structure**
 - What is plain English
 - Use active voice
 - Use subject-verb-object style
 - Avoid noun writing
 - The rhythm of conclusions
 - Tone and genuineness – put a smile in your writing
 - Paragraph logic and linking
 - Parallelism in sentences
 - How to use bullets and headings to make your ideas stand out.
- **Working on Structure and Style – Write Clearly and Concisely**
 - Punctuation-Small changes for big difference
 - Reduce the length of your e-mail or letter and still get your point across
 - Write a persuasive message that will get others to follow through with what you want

- Turn a negative into a positive when responding to customer complaints
- Use modern terminology – keep it short and simple
- Brush up on grammar – common grammatical mistakes
- **E-mails and Memo Format**
 - The weakest link in your e-mails
 - Formats of emails and memos
 - How to make emails work for you
 - Customer care and creating electronic rapport
 - Netiquette
- **Practical Exercises in Groups**

DAY 2

- **Some Common Letters**
 - Enquiries and replies
 - Placing orders
 - Requesting payment
 - Complaints and adjustments
 - Sales letters
 - Arranging functions
 - Useful expressions
- **Practical Exercises on Letter Writing – Done in Groups – Case Studies**
- **Reports**
 - The plain English guide to writing reports
- **Practical Exercises in Groups**
 - Quiz and games on
 - Identification of errors in sentences
 - Active and passive voice
 - Turning negative into positive statements and parallelism

Benefits

At the end of the programme, participants will be able to:

- Fine-tune listening and speaking skills in various kinds of Business Communication
- Fine-tune your writing to increase readability and your credibility
- Reduce response time to your e-mail and letters by over 50%
- Find ways to jump-start your writing and overcome procrastination
- Write clearer, concisely, and eliminate writing errors
- Get hands-on experience in writing effective e-mails, letters or reports

Trainer

MS LEELA MENON is an English Language expert with several years of training experience in this field. She has been in education line for 23 years. She possesses a Masters in English as a Second Language (MESL). She has conducted English courses in various organizations such as New Straits Times Press, Sunway College, Bernama and Texcam-Pack. She was awarded the Excellent Service Award (2006) during her service as an educationist. Ms Leela has in-depth knowledge necessary to respond to participants' needs and wants. Having worked with working adults of varying levels of English proficiency, she is a specialist in helping people grow and develop their potential, as well as getting them to put across their messages with impact. She is approachable in her ways and believes in the personal touch when delivering any training programmes. She strives to conduct innovative and results-driven workshops to bring positive changes to individuals and their performance.

Who Should Attend

Executives, Managers and all staff members who want others to read and respect what they have written.

Administrative Details

Date : January 12 – 13, 2026 (Mon–Tues)

Time : 9.00am - 5.00pm

Venue : **FMM Institute Malacca Branch**

D3-4 Plaza Jayamuda

Jalan Pelanduk Putih

75300 Melaka

Fees (Inclusive of 6% SST) :

FMM Members **RM864** per participant

Others **RM972** per participant

(Fees include course materials, lunch and refreshments)

Registration forms must be completed and returned to FMM Institute Malacca Branch by **January 5, 2026**. No refund for cancellation within 2 working days, 50% refund for cancellation between 3 - 6 working days and full refund for cancellation 7 working days prior to the programme. **CANCELLATION MUST BE IN WRITING TO FMM INSTITUTE MALACCA BRANCH**. Replacements will be accepted at no additional cost. FMM Institute Malacca Branch reserves the right to cancel or reschedule the programme. All efforts will be taken to inform participants of any changes. **However, if the company failed to obtain grant approval or in the event there is no disbursement from HRDCORP under any circumstances to us, then the company will have to make full payment to FMM Institute Malacca Branch.**

For enquiries, please contact:

Ms Chloe Leong / Ms Yvonne Gan

FMM Institute Malacca Branch

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siew_kim@fmm.org.my

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