

## Registration

### NAME AND CONTACT DETAILS:

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ PO Box: \_\_\_\_\_

Emirate: \_\_\_\_\_ Country: \_\_\_\_\_

Mobile: \_\_\_\_\_ Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Select one of the following types of registration:

**3-day** workshop (AED 2,500)

**2-day** workshop (AED 1,800)

For 2-day workshop, select 2 of the following 3 options

June 9       June 10       June 11

**1-day** workshop (AED1,000)

For 1-day workshop, select 1 of the following 3 options

June 9       June 10       June 11

### PAYMENT INFORMATION

- Pay by Draft Check payable to:  
The Petroleum Institute – PCBC 08  
Send the check to the following address:  
Mr. Robert Craig  
P.O. Box 2533  
The Petroleum Institute  
Abu Dhabi, UAE

**Course fees include documentation, lunch, refreshments, and reference booklet.  
Certificates of attendance provided.**

For further information call: Robert Craig **+971-2-607-5179** or Kirk Duthler **+971-2-607- 5326**  
To register please, be sure to follow these three steps:

1. Complete this registration form by providing:
  - a. Contact details
  - b. Registration Type (3-day, 2-day, 1-day)
  - c. If attending the 2-day or 1-day session be sure to indicate which of the three days you intend to register
2. Mail (1) completed registration form and (2) check payable to Petroleum Institute – PCBC 08 to **Robert Craig, PO Box 2533, Abu Dhabi, UAE**.
3. Send an e-mail to Robert Craig (**rcraig@pi.ac.ae**) indicating your intent to participate

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# COMMUNICATING PROFESSIONALLY

## Business Communication Workshops

### June 9, 10 & 11, 2008

The Petroleum Institute  
Abu Dhabi, U.A.E.



Effective communication skills are required for professionals in the twenty-first century.

In June 2008 the Petroleum Institute's Communication Center will offer workshops targeting effective spoken and written communication skills.

Globalization requires an ever-expanding set of skills and competencies to communicate effectively on both national and international stages.

Workshops focus on written & spoken communication skills:

- Writing Effective Proposals
- Plain English for Professional Documents
- Writing Effective Emails
- Powerful Presentations
- Perfecting PowerPoint Presentations
- Effective Intonation for Spoken Presentations
- Effective Listening
- Recording Minutes of Meetings Effectively
- Providing Effective Feedback
- Small Group Leadership & Communication



# Schedule & Descriptions

DAY 1

**Monday June 9, 8:30 – 10:30**

## Writing Effective Proposals (Presenter: David Dalton)

As a document which initiates the inquiry process on a topic or project, a proposal provides a starting point for the activities of composing by identifying the key issues, methods, and sources you plan to develop further through the project itself. A great deal of time and effort can be saved by a well-developed proposal before a project is launched. It is considered the key document in any project. This workshop considers the purpose of a proposal and describes the standard structure, organization and content as well as the language required to produce an effective Proposal.

**Monday June 9, 10:45 – 12:45**

## Powerful Presentations (Presenter: Mary Hatakka)

Giving presentations has become a matter of course for many people working in business and industry. They are given to provide the audience with information and often to help the targeted audience in the decision making process. The presentations that stand out are the effective ones where the main idea is well thought out and clearly presented, taking into consideration the audience's background knowledge and level of interest in the topic. By the end of the course the participants should be strongly aware of the structure of a presentation, the importance of delivery and presence, as well as the needs of the audience.

**Monday June 9, 1:30 – 3:30**

## Effective Listening & Minutes of Meetings (Presenter: David Dalton)

As a lot of our time is spent in meetings, it is extremely important that the meeting is purposeful and organized. In the meeting it best if we know that we are participating effectively and a starting point is to make sure we are listening effectively. This session will outline the essentials of organizing meetings and look at ways of making sure that we do listening actively. Participants will learn how to take notes in an actual meeting before summarizing them in standard Minutes of Meeting format.

**Tuesday June 10, 8:30 – 10:30**

## Report Writing (Presenter: Mary Hatakka)

Report writing skills are acknowledged today as being an essential part of good business practice. The decision making process is increasingly dependent on the clear communication of knowledge, information and recommendations. This workshop will illustrate some of the major principles of business communication and the preparation of reports. It will focus on purpose, audience expectation, and stress the essential features and benefits of effective report writing, including standard format and organization, the purpose of the component parts and the role of planning, drafting and editing.

DAY 2

**Tuesday June 10, 10:45 – 12:45**

## Perfecting PowerPoint Presentations (Presenter: Dr. Kirk Duthler)

This workshop will help attendees polish their PowerPoint presentations. Focus will first be on the content and organization of a presentation in light of its intended audience and length. Attendees will design effective and appealing presentations which may include visual aids such as graphics, animation, and/or multimedia. Finally, the attendees will be aided in developing effective delivery techniques.



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DAY 3

**Tuesday June 10, 1:30 – 3:30**

## Providing Effective Feedback (Presenter: Dr. Caroline Brandt)

In the workplace we are often required to give feedback to our colleagues working at the same level as ourselves. For example, we may be asked to provide feedback on a colleague's idea, writing, presentation or other work. However, not all feedback is constructive. This workshop will identify the characteristics and benefits of constructive feedback. Participants will also learn the importance of distinguishing solicited from unsolicited feedback, and responding accordingly. A 4-step approach to giving constructive feedback will be presented and practiced through role play.

**Wednesday June 11, 8:30 – 10:30**

## Plain English for Professional Documents (Presenter: Dr. Caroline Brandt)

This session will explore the advantages and techniques of 'reader-friendly' writing. A range of authentic examples of the effective use of plain English including letters, emails and memos will be presented and analyzed. Features of effective plain English and a number of common pitfalls will be identified. A 7-step approach to evaluating writing in terms of its reader-friendliness will be presented, and participants will apply to this approach to their own work.

**Wednesday June 11, 10:45 – 12:45**

## Effective Intonation for Spoken Presentations (Presenter: Dr. Roger Nunn)

Understanding the relationship between intonation and meaning is important for the successful delivery of a message. Participants in this workshop will improve their confidence in the ability to speak out clearly and effectively in front of an audience. They will become familiar with three key components of intonation ("the three T's") by studying examples and doing exercises in pairs and in teams. Finally they will draft and perform a short script of their own.

**Wednesday June 11, 1:30 – 3:30**

## Writing Effective Emails for the Workplace (Presenter: Dr. Hwee Ling, Lim)

Communication today is often carried out via e-mail. However, given the international and multicultural composition of business today, how can we be certain that our e-mail messages effectively convey the information we intend? This workshop aims to help participants enhance the communication skills necessary for writing e-mail for work. They will learn how to write effective electronic memos with appropriate organization, language and tone. Participants will be expected to bring examples of their own work and there will be some 'hands on' experience working with texts including their own.

Workshop leaders are qualified and experienced faculty in the Petroleum Institute's Communication Department. All have post-graduate qualifications in applied linguistics, communication or education, and between them have taught and delivered training sessions to national and international institutions and companies in the Middle East, Europe, Africa, Asia, North America, and Oceania.

