informatech



COMMUNICATION AND WRITING SKILLS | COURSE

Mastering Effective Communication: Speak, Write, and Influence

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Why Attend

Effective communication is the cornerstone of personal and professional success. This course is designed to help participants develop the skills to communicate clearly, confidently, and persuasively in both written and verbal forms. Whether you're delivering a presentation, writing an email, or engaging in a difficult conversation, this course will equip you with the tools to influence and inspire your audience.

Course Methodology

This course is highly interactive and practical, combining:

- Lectures : Expert-led sessions on communication theories and best practices.
- Group Discussions : Collaborative activities to share ideas and experiences.
- Role-Playing : Simulated scenarios to practice communication skills.
- Writing Exercises : Hands-on practice for crafting clear and impactful written content.
- Feedback Sessions : Constructive feedback from trainers and peers to refine skills.

Course Objectives

By the end of this course, participants will:

- Understand the principles of effective communication.
- Develop confidence in public speaking and presentations.
- Enhance writing skills for professional and personal contexts.
- Learn techniques to persuade and influence others.
- Improve active listening and interpersonal communication skills.
- Handle difficult conversations and conflicts with tact and professionalism.

Target Audience

This course is ideal for:



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Target Audience

• Professionals seeking to improve their communication skills.

• Managers and team leaders who want to inspire and influence their teams.

• Writers, marketers, and content creators looking to refine their craft.

• Students and recent graduates preparing for the workplace.

• Anyone who wants to communicate more effectively in personal and professional settings.

Target Competencies

Participants will develop the following competencies:

• Verbal Communication : Speaking clearly and confidently.

• Written Communication : Writing with clarity, precision, and impact.

• Persuasion and Influence : Convincing and motivating others.

• Active Listening : Understanding and responding effectively to others.

• Emotional Intelligence : Managing emotions and building rapport.

• Conflict Resolution : Navigating difficult conversations with ease.

Course outline

Day 1: Foundations of Effective Communication

• Morning Session :

• Introduction to communication: Key concepts and principles.

• The communication process: Sender, message, receiver, and feedback.

• Barriers to effective communication and how to overcome them.

• Afternoon Session :

• Verbal vs. non-verbal communication: Body language, tone, and gestures.



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• Active listening: Techniques to improve understanding and engagement.

• Practical exercise: Role-playing conversations with feedback.

Day 2: Mastering Public Speaking and Presentations

• Morning Session :

• Overcoming public speaking anxiety: Tips and techniques.

• Structuring a presentation: Introduction, body, and conclusion.

• Using visual aids effectively (e.g., PowerPoint, charts).

• Afternoon Session :

• Delivering with confidence: Voice modulation, pacing, and emphasis.

• Handling Q&A sessions and audience interactions.

• Practical exercise: Participants deliver short presentations with feedback.

Day 3: Writing with Clarity and Impact

• Morning Session :

• Principles of effective writing: Clarity, conciseness, and coherence.

• Writing for different audiences: Tailoring your message.

• Common writing pitfalls and how to avoid them.

• Afternoon Session :

• Crafting professional emails, reports, and proposals.

• Editing and proofreading: Techniques for error-free writing.

• Practical exercise: Writing and revising a professional document.

Day 4: Persuasion and Influence

• Morning Session :



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• The psychology of persuasion: Ethos, pathos, and logos.

• Building credibility and trust in your communication.

• Storytelling as a tool for influence.

• Afternoon Session :

• Persuasive writing: Crafting compelling arguments and calls to action.

• Practical exercise: Writing a persuasive email or speech.

• Group discussion: Analyzing successful persuasive campaigns.

Day 5: Handling Difficult Conversations and Conflict Resolution

• Morning Session :

• Understanding conflict: Causes and types.

• Strategies for managing difficult conversations.

• Emotional intelligence in communication.

• Afternoon Session :

• Role-playing: Practicing conflict resolution scenarios.

• Giving and receiving constructive feedback.

• Course wrap-up: Key takeaways and action plans for continued improvement.

Additional Notes :

• Each day includes breaks and time for Q&A.

• Participants will receive a workbook with templates, checklists, and resources.

• A certificate of completion will be awarded at the end of the course.



Seminar dates

Available seminar dates

Live dates and pricing for Mastering Effective Communication: Speak, Write, and Influence generated from the course details page.

Date	Location	Format	Fee
21 - 25 December 2026	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
18 - 22 January 2027	Munich - Germany	Classroom	**€3,400.-**
15 - 19 February 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 March 2027	Cape Town - South Africa	Classroom	**€2,272.-**
19 - 23 April 2027	Frankfurt - Germany	Classroom	**€2,600.-**
17 - 21 May 2027	Barcelona - Spain	Classroom	**€3,080.-**
21 - 25 June 2027	Frankfurt - Germany	Classroom	**€2,600.-**
19 - 23 July 2027	Rome - Italy	Classroom	**€3,400.-**
16 - 20 August 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
20 - 24 September 2027	Munich - Germany	Classroom	**€3,400.-**
18 - 22 October 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 November 2027	Paris - France	Classroom	**€3,600.-**
20 - 24 December 2027	Frankfurt - Germany	Classroom	**€2,600.-**

Live online option	Online delivery is available at €1,850.-.