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COURSE BROCHURE

Advanced Business Correspondence and Proposal Writing Course

21 February – 4 March 2027
Abu Dhabi

Advanced Business Correspondence and Proposal Writing Course

Ref: 436_15671 **Date:** 21 February – 4 March 2027 **Location:** Abu Dhabi **Fees:** 9100 GBP

Business Correspondence and Proposal Writing is a 2-week advanced training course for managers, coordinators and professionals who write letters, emails, proposals and bids, and each participant leaves with a correspondence and proposal toolkit of rewritten documents, templates and a style guide. Organisations now run on written messages, so unclear correspondence slows decisions and damages client relationships. Jupiter Prime Training runs this course for people whose daily writing represents their organisation.

Why Business Correspondence and Proposal Writing Matters Now

Three forces have raised the stakes of business correspondence and proposals. Message volume keeps growing across email, chat and shared documents, so readers skim and act only on clear requests. Work spans clients, partners and colleagues from many cultures, many reading in a second language, which makes tone and plain wording essential. AI writing assistants now draft text quickly, yet people remain accountable for accuracy, courtesy and confidentiality. Organisations that write well win proposals, resolve complaints faster and keep consistent records; those that write poorly create rework and reputational risk. The course builds on the plain language principles of ISO 24495-1 and established conventions for proposals, briefing notes and minutes.

Who Gains Most from Business Correspondence and Proposal Writing

- Managers who approve, sign and send correspondence on behalf of their department
- Coordinators and officers who draft briefing notes, minutes and internal announcements
- Business development and account staff who write proposals, bids and client letters
- Policy and procedure owners who set rules in writing for staff and contractors
- Customer-facing professionals who answer complaints and service requests in writing

Departments that send writers and the managers who sign off their documents gain most, because they can adopt one style guide and template set on return.

Business Correspondence and Proposal Writing Capabilities

Participants replace long, formal and inconsistent letters and bids with short, persuasive and well-toned correspondence that clients and evaluators act on.

- Apply plain English principles to emails, letters and memos — clients and busy colleagues
- Design persuasive proposals and business cases — evaluators and budget holders
- Build briefing notes and decision papers in standard formats — senior managers and boards
- Specify policies, procedures and minutes in precise, enforceable wording — staff and auditors

- Calibrate tone for sensitive, cross-cultural and conflict messages — client and partner relationships
- Communicate a consistent organisational voice through style guides and templates — brand and reputation owners

Key Business Correspondence and Proposal Writing Terms

- Plain English — Writing that uses familiar words, short sentences and direct structure so the intended reader understands it the first time.
- Register — The level of formality in a message, chosen to suit the reader, relationship and purpose.
- Briefing note — A short structured document that informs a decision maker about an issue, options and a recommended course.
- Compliance matrix — A table in a tender response showing where each buyer requirement is answered in the proposal.
- Style guide — An organisational reference that sets rules for spelling, numbers, titles, tone and formatting across documents.
- Nominalisation — Turning a verb into a noun, such as decision for decide, which often makes sentences longer and vaguer.

Business Correspondence and Proposal Writing Day by Day

Day 1: Business Correspondence in the Digital Workplace

- Message Volume and Inbox Overload — Choosing Email, Chat or Memo
- Reader Profiles of Clients, Peers and Executives — Adapting Register
- Purpose, Action and Deadline Lines — Messages That Get Replies
- Corporate Voice and Brand Consistency — Reputation in Every Document
- Writing Habits Self-Audit From Sample Correspondence — Personal Improvement Targets

Day 2: Plain English and Concise Expression

- Plain Language Principles of ISO 24495-1 — Usable Business Text
- Nominalisation and Passive Voice Removal — Direct, Energetic Sentences
- Redundancy and Wordiness Cutting — Shorter Messages Without Lost Meaning
- Jargon, Acronym and Cliché Replacement — Clarity for Mixed Readers
- Paragraph Unity and Topic Sentences — Scannable Business Messages

Day 3: Persuasive Emails and Letters

- Subject Lines and Opening Sentences — Earning the First Read
- Request Letters and Approval Emails — Securing Decisions in Writing
- Bad News and Refusal Messages — Protecting Relationships While Saying No
- Complaint Responses and Service Recovery Letters — Restoring Client Trust
- Escalation and Follow-Up Sequences — Moving Stalled Matters Forward

Day 4: Tone, Courtesy and Cross-Cultural Writing

- Tone Spectrum From Formal to Conversational — Matching Relationship and Context
- Politeness Strategies and Hedging — Firm Messages Without Offence
- Writing for International and Second-Language Readers — Avoiding Misreading
- Inclusive and Respectful Wording — Fair Representation of People
- Emotional Triggers in Written Conflict — Calm Replies to Heated Emails

Day 5: Proposals and Business Cases

- Proposal Structures of Problem, Solution, Benefit and Cost — Winning Approval
- Client-Centred Value Statements — Differentiating Competitive Bids
- Tender Responses and Compliance Matrices — Meeting Every Buyer Requirement
- Business Case Narratives for Internal Funding — Persuading Budget Holders
- Proposal Cover Letters and Covering Emails — First Impression With Evaluators

Day 6: Briefing Notes and Decision Papers

- One-Page Briefing Note Formats — Rapid Updates for Senior Managers
- Issue, Background, Options and Recommendation Layout — Clear Choices
- Ministerial and Board Briefing Conventions — Neutral, Precise Language
- Talking Points and Speaking Notes — Preparing Leaders for Meetings
- Briefing Packs for Visiting Delegations — Context in Minimal Space

Day 7: Policies, Procedures and Minutes

- Policy Statement Drafting With Scope and Responsibilities — Enforceable Wording
- Procedure Writing With Numbered Steps — Consistent Task Performance
- Meeting Minutes and Action Logs — Accurate Records of Decisions
- Terms of Reference and Committee Charters — Defined Authority and Membership
- Circulars and Internal Announcements — Organisation-Wide Clarity

Day 8: Writing for Screens and Collaboration Tools

- Layout for Mobile Reading — Headings, Lists and White Space
- Chat and Collaboration Platform Etiquette — Professional Brevity
- Shared Document Co-Authoring and Track Changes — Clean Group Drafts
- AI Writing Assistants and Human Judgement — Accuracy and Accountability
- Confidentiality and Records Awareness in Messages — Avoiding Costly Disclosures

Day 9: Editing, Style Guides and Templates

- Self-Editing Passes for Structure, Clarity and Accuracy — Error-Free Output
- Organisational Style Guide Design — Consistent Spelling, Numbers and Titles
- Template Libraries for Letters, Emails and Memos — Faster Standard Replies
- Peer Editing Protocols and Feedback Language — Raising Departmental Standards
- Proofreading Techniques for Names, Figures and Dates — Credibility Safeguards

Day 10: Practising the Correspondence and Proposal Toolkit

- Plain English Rewrite of a Live Document — Applying Concise Expression
- Persuasive Proposal or Request Draft — Applying Structure and Tone
- Briefing Note and Minutes Pair — Applying Decision Paper Formats
- Style Guide Page and Template Set — Departmental Consistency
- Correspondence and Proposal Toolkit — Presentation and Peer Critique

Applying Business Correspondence and Proposal Writing After the Course

- Rewrite three standard letters or email templates in your section using plain English and tone guidance, and replace the old versions after peer review.
- Draft the first page of a departmental style guide covering numbers, titles and greetings, and circulate it to colleagues for adoption.

Business Correspondence and Proposal Writing Questions FAQ

What is business correspondence and proposal writing, and why does it matter now?

Business correspondence and proposal writing is the craft of producing clear, persuasive and correctly toned letters, emails, proposals and bids. It matters now because message volume is high, readers are international and AI drafts still need human judgement.

Which roles gain most from business correspondence and proposal writing training?

Managers, coordinators, account staff and policy owners gain most. In sectors such as banking, construction, hospitality and public services, these roles write the letters, bids, minutes and procedures on which clients and colleagues act every day.

How does business correspondence and proposal writing training differ from a report writing course?

It concentrates on letters, emails, proposals and bids rather than long analytical reports. You work on persuasion, tone, tender responses, briefing notes and minutes, with templates and a style guide for consistent correspondence.

What do you bring back from business correspondence and proposal writing training?

You bring back a correspondence and proposal toolkit with a rewritten live document, a proposal draft, a briefing note and minutes pair, plus a style guide page and templates you can share across your department.

Business Correspondence and Proposal Writing: The Way Forward

The correspondence and proposal toolkit gives each participant rewritten documents, reusable templates and a draft style guide page. Its first use is the department's next batch of client letters or internal circulars, where it sets wording and tone. Managers who sign documents and the colleagues who draft them use it together. After a month of use, the templates deserve a review based on reader replies and questions.