

MARKETING & COMMUNICATION | COURSE BROCHURE

Business Writing for Clear Communication

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

Clear writing saves time, prevents mistakes and builds credibility. This course improves business writing for emails, reports, proposals and procedures: planning before writing, structuring messages, plain language, tone, grammar essentials, formatting for readability and editing.

Unclear writing creates confusion and extra work. You will learn to write documents people understand quickly.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Writing exercises with individual feedback, rewriting real documents, peer review and editing practice.

Course objectives

By the end of this course, participants will be able to:
• Plan documents around reader needs
• Structure messages logically
• Write in plain, concise language
• Use appropriate tone
• Format documents for readability
• Edit and proofread effectively

Target audience

This course is suitable for:
• Professionals at all levels
• Managers and team leaders
• Administrative staff
• Technical specialists
• Customer service staff



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Target competencies

Participants will develop competencies in:

- Planning
- Structure
- Plain language
- Tone
- Editing

Course outline

Day 1: Writing for Readers

09:00–10:08	Reader-focused writing
10:08–11:00	Purpose and audience
11:00–11:30	**Coffee break**
11:30–11:45	Purpose and audience (continued)
11:45–12:53	Planning
12:53–14:00	Exercise

Day 2: Structure

09:00–10:08	Bottom line up front
10:08–11:00	Paragraphs and flow
11:00–11:30	**Coffee break**
11:30–11:45	Paragraphs and flow (continued)
11:45–12:53	Headings
12:53–14:00	Workshop

Day 3: Plain Language

09:00–10:08	Concise sentences
10:08–11:00	Active voice
11:00–11:30	**Coffee break**



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11:30–11:45	Active voice (continued)
11:45–12:53	Jargon
12:53–14:00	Rewrite practice

Day 4: Documents

09:00–10:08	Emails
10:08–11:00	Reports
11:00–11:30	**Coffee break**
11:30–11:45	Reports (continued)
11:45–12:53	Proposals and procedures
12:53–14:00	Exercise

Day 5: Editing

09:00–10:08	Self-editing
10:08–11:00	Grammar essentials
11:00–11:30	**Coffee break**
11:30–11:45	Grammar essentials (continued)
11:45–12:53	Proofreading
12:53–14:00	Final assignment

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Vienna Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,940.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Cape Town Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,890.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Rome Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Dubai Confirmed dates	1 Mar 2027	5 Mar 2027	**€3,150.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,890.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Rome Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	3 May 2027	7 May 2027	**€1,890.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	17 May 2027	21 May 2027	**€2,450.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Paris Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,860.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Dubai Confirmed dates	19 Jul 2027	23 Jul 2027	**€3,150.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Vienna Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,940.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,840.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,540.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,840.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,650.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Istanbul Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,650.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online