



Advanced Professional English, Mastering Fluency and Email Communication for the Workplace

11 – 15 October 2027
Casablanca (Morocco)





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Introduction:

In today's globalized workplace, mastering English is fundamental for efficacious communication, particularly in professional settings. This Advanced Professional English, Fluency, and Email Communication Skills training course is meticulously designed to amplify participants' fluency in professional English, enabling them to converse and exhibit prowess in professional English writing. It focuses on honing spoken and written communication abilities, ensuring participants can navigate any business milieu with assurance and professional acumen.

Developing English fluency and grasping its meaning is pivotal in understanding professional communication. Through practice, English fluency training, and continuous English communication training, one can cement their ability to convey thoughts and ideas effectively. Recognizing the importance of English communication fosters a professional advantage in a globally connected world. This Advanced Professional English, Fluency, and Email Communication Skills course aims to equip participants with the insights and skills needed to continue advancing in their command of the English language within professional arenas.

Targeted Groups:

Professionals with basic to intermediate English language proficiency who aspire to learn professional English to an advanced level are the prime candidates for this Advanced Professional English, Fluency, and Email Communication Skills course. It suits managers, executives, team leaders, and individuals whose roles necessitate leveraging English for business communications and interactions.

Course Objectives:

At the end of this Advanced Professional English, Fluency, and Email Communication Skills course, participants will be endowed with the capability to:

- Engulf in speaking English fluently and confidently in advanced professional settings.
- Compose concise, impactful business emails with deft, professional English writing skills.
- Enhance overall English communication skills for more dynamic workplace relations.
- Augment understanding and application of intricate business vocabulary and idiomatic expressions.

Targeted Competencies:

Participants in this Advanced Professional English, Fluency, and Email Communication Skills training will develop the following competencies:

- Advanced fluency in the professional English language, allowing for articulate and persuasive speaking.
- Proficiency in professional English writing, with a special focus on email communication.
- Expertise in effective English communication techniques for various business scenarios.
- A robust vocabulary that includes the usage of idiomatic expressions within professional settings.

Course Content:

Unit 1: Advanced Fluency in Professional Speaking:

- Interactive Speaking Sessions: Role-playing, discussions, and presentations to build verbal confidence.
- Pronunciation and Accent Reduction: Techniques to foster clear and intelligible speech.
- Listening Skills Enhancement: Active engagement exercises and strategies to improve comprehension.
- Impromptu Speaking Exercises: Opportunities to think on one's feet and communicate spontaneously.
- Formal and Informal Communication: Delving into the subtleties of both registers and their appropriate use.

Unit 2: Professional English Email Writing:

- Email Structure and Formatting: Delving into the essential components of professional emails.
- Tone and Style: Adapting the tone to match the intended message and recipient.
- Email Types: Crafting effective meeting requests, follow-ups, and consumer complaint responses.
- Proofreading and Editing: Scrutinizing for errors to ensure professional and error-free communication.
- Email Etiquette: Imbibing best practices for maintaining professionalism in written communication.

Unit 3: Effective Business English Communication Techniques:

- Persuasive Communication: Approaches to influence and steer conversations and written communications.
- Negotiation Skills: Methodologies for prolific negotiations and conflict resolution.
- Presentation Skills: Developing abilities to craft and deliver compelling presentations.
- Networking Skills: Nurturing and sustaining professional relationships.
- Cross-Cultural Communication: Tailoring communication styles to global business environments.

Unit 4: Enhancing Business Vocabulary and Idiomatic Usage:

- Business Terminology: In-depth exploration of phrases and expressions ubiquitous in business contexts.
- Idiomatic Expressions: Integrating idioms to resonate natural fluency in English.
- Contextual Vocabulary: Grasping and utilizing vocabulary pertinent to the context.
- Industry-Specific Language: Specialization of vocabulary for distinct industry sectors.
- Collocations and Phrasal Verbs: Understanding and employing common verbal combinations correctly.

Unit 5: Practical Application and Continuous Improvement:

- Real-World Scenarios: Deploying skills in authentic business situations.
- Peer Feedback: Participating in collaborative sessions for progressive refinement.
- Self-Assessment Tools: Techniques for self-monitoring and consistent development.
- Resource Utilization: Using online tools and resources for sustained practice.
- Action Plan: Curating a personal roadmap for ongoing proficiency in the English language.