

Workshop on Managerial Communication Strategies for Success

FEEDBACK RATING*

Program 4.5/5

Faculty 4.4/5

February 19 & 20, 2019

9:00 am to 5:00 pm

Venue: CEE@IBA, Karachi



OVERVIEW

Gain confidence in discussing business related topics by mastering “The You Attitude” whether its marketing, sales, advertising, globalization, finances and information technology by learning key communication skills such as how to give presentations, express opinions articulately, address customer complaints and handle tough Q&A sessions.

It is all about effective communication in both internal and external business environment.

PARTICIPANTS PROFILE

- Senior & Middle level Business professionals
- Managers, Engineers
- Sales & marketing professionals
- Administrative and support staff, or
- Anyone who wants to advance his/her career through better communications.

FACULTY

Ms. Nadia Sayeed

Expert in Oral Communication, Soft Skill Development, Presentation, Interviewing and Communication Skills Visiting Faculty, IBA, Karachi MBA, IBA, Karachi.

TOPICS COVERED

The key objectives for this interactive workshop cover the following topics:

Communication: A Survival Skill

Getting Over the Fear Factor

The Seven C's of Effective Communication

Effective Communication in Business

Business Communication & the Global Context

Group Communication

Non-Verbal Communication

Image Management

Workshop Fees PKR 40,000/participant

Inclusive of Course material IBA Workshop Certificate Lunch Refreshments & Business networking

Experience

EXECUTIVE EDUCATION

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)
Institute of Business Administration City Campus.
Off Garden Road, Karachi-74400.

For Further Information

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