

IBA SUMMER LEARNING SERIES

# POWER-PACK WRITING

**JULY 08 - AUGUST 07, 2021**

*Thu & Sat*

*Time: 6:00 pm to 8:00 pm*

*Mode: Online*

**An Exclusive Toolkit to help  
participants produce Masterpiece**

*Better writing is not only the essential skills to be successful in one's professional life but it is also how businesses are done today in this fast-pace collaborative world, where unlimited content is produced on daily bases, so how will you create a lasting impression on your audience by maintaining originality in your writing?*

*According to Harvard Business Review, 81% of business people agree that poorly written material wastes a lot of time. A majority say that what they read is frequently ineffective because it's too long, poorly organized, unclear, filled with jargon, and imprecise.*

*The Power-Pack Writing Mastery is designed to take you towards flawless writing. This hand on coaching program will streamline the four layers of writing which will transform you into a professional writer*



**BARERA QUADRI**

**CORPORATE TRAINER,  
LINGUIST, EDUCATIONIST**

**FEE: PKR 20,000**  
*(5% Exclusive SST)*

**Registration Link:**

**<https://tinyurl.com/PPW2021>**

**sschool@iba.edu.pk, summerschool.iba.edu.pk**  
**021-38104700-01 Ext: 1801, 1813, 1811**

# POWER-PACK WRITING

## LEARNING OUTCOMES:

*This course will empower you to:*

- Explore how to create powerful writing
- Discover the art of editors on top newspapers and websites
- Master the powerful levels of writing
- Transform yourself into a professional writer in days
- Learn how to make your writing noticeable from peers and competitors
- Find out how to make blogs, marketing copy and general business writing skill

## INSTRUCTOR PROFILE

### BARERA QUADRI

- Certified trainer by Cambridge
- 10+ years of experience in Academia & Corporate Communication
- 18 years of specialisation in English Language and Business Communication

*Ms. Quadri is associated with Institute of Business Administration (IBA) & Zindagi Trust where she trains teachers and executives & design curricula. At IBA, she is training executives on topics related to language such as Conversation English Skills, English Pronunciation for Communication, Writing & Presenting in English, Interactive English, Grammar for Professional, etc.*

## WHO SHOULD ATTEND?

- Corporate writers
- Communications professionals
- Marketing executives
- Government and nongovernment agencies
- College and university students
- Blog writers
- Job hunters
- Journalists
- Small, medium and large businesses
- Book writers
- Bloggers
- Copywriters
- Technical writers

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