

# Workshop on Managerial Communication Strategies for Success

## FEEDBACK RATING\*

Program 4.5/5

Faculty 4.4/5

October 15 &amp; 16, 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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