



INFORMATION MAPPING

Mapping Business Communications™

An Information Mapping® Seminar

Mapping Business Communications™ teaches participants to apply the power of the Information Mapping® method to develop concise, easy to read, persuasive business communications that convey key information clearly, and get the intended results.

Program Objectives

After completing this program, participants will learn to

- identify the purpose of each communication
- define the specific action required from the reader
- customize messages for different audiences
- organize communications to make information quick and easy to find, and
- present information in a way that best suits your target audience.

Features

Some of the features of this program include

- Business Communications Handbook with standard communications examples and templates
- Formatting Solutions® Pro software tool with over 20 templates of most commonly used types of business communications
- 2 days of case studies, hands-on exercises, and instruction, and
- small class sizes ensuring individual attention.

Benefits

Mapping Business Communications will help participants

- generate the results they expect from their communications
- save time writing better, more effective memos and reports
- improve customer and vendor relations, and
- advance their career by improving their communication skills.

Who Should Attend

Mapping Business Communications is designed for

- business professionals
- managers
- sales and marketing professionals
- engineers, and
- anyone who wants to advance their career through better communications.

Pricing

The price to register in a *Mapping Business Communications* public program is \$995. Private onsite pricing is available upon request.

Registration

To register or obtain more information, please contact Information Mapping's Client Services at 800-INFOMAP (463-6627) Ext. 3211 or send an e-mail to inquiry@infomap.com.