



GRG CENTRE FOR ADVANCED STUDIES, COIMBATORE

**2-DAY PROGRAMME ON  
“EXCELLING IN BUSINESS COMMUNICATION & PRESENTATION”  
17-18 January 2018**

*“If you just communicate you can get by. But if you skillfully communicate, you can work miracles” - Jim Rohn*

Preamble:

The changes in information and communication technology and relentless globalization have revolutionized the way people and businesses connect with one another. This makes communicative competence critical for managerial success. Communicating is natural to human kind as all of us communicate effortlessly from the day we are born. But effective professional communication in organisations goes beyond the normal, informal human communication. Therefore, professionals need to refine their communicative skills to be able to effectively interact with superiors, subordinates, peers, suppliers and customers successfully.

Coverage:

- Professional writing skills
  - Adapting your words to your audience
  - Writing Business Messages
- Communicating in organisational settings
  - Applying elements of good talking
  - Improving listening skills
  - Improving non-verbal communication
- Developing your business etiquette
- Delivering effective presentations and business speeches

Method:

Experiential Learning through discussions and exercises

Participant Profile:

The programme is designed primarily for junior and middle level executives in organisations

Where and When?

Date: 17-18 January 2018  
Venue: GRG Centre for Advanced Studies, Peelamedu, Coimbatore  
Time: 9.30 am to 4.30 pm

### Investment:

The investment per participant is Rs. 3,500/- plus 18% GST; this covers programme kit, working lunch, refreshments, and other incidentals. Three or more participants from the same organisation may avail a discount of Rs. 300/- per participant.

### Registration:

Participants should register with complete details to [vandana@grgcas.com](mailto:vandana@grgcas.com) or [programmes@grgcas.com](mailto:programmes@grgcas.com) on or before Wednesday, 10<sup>th</sup> January 2018.

### Programme Facilitators

**Dr. Vandana Madhavkumar** is currently an Associate Professor at GRG School of Management Studies. She has an MBA degree from Rani Durgawati Vishwavidyalaya, Jabalpur, Madhya Pradesh (2000). She did her MPhil from Annamalai University and obtained her PhD degree from Bharathiar University (2017). She is an alumna of IIM Ahmedabad (FDP - 2010).



She specialises in Human Resource Management with a focus on Business Communication. She has successfully conducted sessions on business communication both on and off campus.

Vandana has published papers in reputed journals and written cases. One of the cases she co-authored has been registered with the Case Centre, UK. She is an accomplished teacher and has won national recognition for her contribution to the academia [awarded the gold medal at the 'J.L. Batra Best Research Paper Award' by the Association of Indian Management Schools (AIMS) in August 2014]. She is also the recipient of the 'Best Paper award in HR' at the Conference on 'Emerging Trends in Business' organized by Christ University, Bengaluru in December 2013. She has completed a UGC sponsored research project.

She is an active member of Coimbatore Management Association (CMA), National Institute of Personnel Management (NIPM) and CII's Indian Women Network (IWN).

**Ms Priya Malini** is an Assistant Manager - Knowledge Management & Corporate Communication with VWR Lab Products Pvt Ltd. She has over 15 years of experience in Corporate Communications, Learning & Development, and Operations and Business Development.



Ms Priya Malini has a Master's Degree in Arts (Communication) from MOP Vaishnav College, Chennai in 2001, after obtaining a Bachelor's Degree in Arts from Maharaja's College, Mysore in 1999.

Ms Priya Malini in her current role is responsible for aligning communication strategy (both internal and external) with the business objective. She is involved in planning, creating and executing communication

campaigns that resonate with the long term strategy and effective communication of the brand story.

Her Core Competencies include - Corporate Communication, Content writing, Soft Skills & Leadership training. She regularly gives training on Business Communication, Business & Social etiquette, Negotiation Skills, Presentation skills, Interpersonal Skills, Team building, Coaching & Mentoring and Leadership Skills. Prior to working with VWR she has worked with Evolv and HSBC.

**For assistance in registration and further details:**

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