



Arabic Business Writing Masterclass

Administration, Communication & Customer Service

QGT-ADM-172 | Masterclass | 5 or 10 days | Online, classroom, in-house

Course overview

Arabic Business Writing Masterclass is a senior-level masterclass on strategy and performance in Arabic Business Writing. It covers the principles, the requirements of international service and communication best practice, and the practical methods used on site, with case studies from operations in the Gulf, Africa and worldwide. Available online, in the classroom in 60 cities, or in-house.

What participants will be able to do

- Explain the principles, terminology and scope of Arabic Business Writing
- Apply the relevant requirements of international service and communication best practice
- Use practical tools, checklists and calculations with confidence
- Recognise common problems, risks and root causes and choose the right corrective action
- Build a business case and roadmap their leadership team can act on

Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams in senior and leadership roles.

Course outline (5 days)

Day 1: Strategic view of Arabic Business Writing

Trends, regulation and what leading companies do differently

Day 2: Benchmarking and performance

KPIs, maturity models and gap analysis

Day 3: Lessons from major incidents and projects

Decision points that changed outcomes

Day 4: Leading the change

Building the business case, budget and team capability

Day 5: Masterclass forum

Expert panel, peer exchange and personal roadmap

What the 10-day edition adds

Day 6: Applied project, part 1 – Apply the week-one methods to a case from your organisation

Day 7: Data and digital tools – Software, spreadsheets and digital tools used in practice

Day 8: Lessons from incidents and audits – What investigations and audit findings teach

Day 9: Applied project, part 2 – Complete, test and refine your solution

Day 10: Presentations and final assessment – Present to the group and complete the final assessment

Fees (USD per participant)

Duration	Live online	Classroom	In-house
5 days	\$3,000	\$5,500	On quote
10 days	\$5,500	\$9,900	On quote

Fees include course material and certificate of completion; classroom fees include refreshments and lunch. In-house training is priced per group.

Dates and cities 2027–2030

Dates	City	Format	Duration	Fee
18–22 Jan 2027	Edinburgh	Classroom	5 days	\$5,500
21 Jun – 2 Jul 2027	Singapore	Classroom	10 days	\$9,900
5–9 Sep 2027	Kuwait City	Classroom	5 days	\$5,500
12–23 Sep 2027	Manama	Classroom	10 days	\$9,900
18–22 Oct 2027	Online (live)	Online (live)	5 days	\$3,000
10–14 Jan 2028	Manchester	Classroom	5 days	\$5,500
10–21 Apr 2028	Athens	Classroom	10 days	\$9,900
22–26 May 2028	Milan	Classroom	5 days	\$5,500
6–17 Nov 2028	Prague	Classroom	10 days	\$9,900
4–8 Dec 2028	Online (live)	Online (live)	5 days	\$3,000
25–29 Mar 2029	Jeddah	Classroom	5 days	\$5,500
16–27 Apr 2029	Toronto	Classroom	10 days	\$9,900
6–10 Aug 2029	Kuala Lumpur	Classroom	5 days	\$5,500
27 Aug – 7 Sep 2029	London	Classroom	10 days	\$9,900
17–21 Sep 2029	Online (live)	Online (live)	5 days	\$3,000
1–5 Apr 2030	Nairobi	Classroom	5 days	\$5,500
20–31 May 2030	Toronto	Classroom	10 days	\$9,900
5–9 Aug 2030	Amsterdam	Classroom	5 days	\$5,500
9–20 Sep 2030	Houston	Classroom	10 days	\$9,900
11–15 Nov 2030	Online (live)	Online (live)	5 days	\$3,000

How to register

Register online or scan the code

<https://qimmatrainig.com/courses/arabic-business-writing-masterclass/>

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