

Writing Professional E-Mail

~ *Easily and Effectively*

29 Oct 2008, Furama Riverfront, Singapore

with ***Dee Dukehart***

International Business Communications Consultant Trainer
and Author

Do you feel overwhelmed by the number of e-mail you send and receive on a daily basis? What was hitherto a fast and informal form of correspondence, e-mail has now become the most common communication tool used by most working professionals.

However, the effectiveness of e-mail is very much diminished by bad spelling, poor e-mail etiquette and inappropriate writing style. A badly written e-mail not only gives a bad impression, it can sometimes lead to unnecessary misunderstandings, damage reputation and even loss of business.

Businesses around the world lose billions of dollars a year due to sloppy, foggy and misguided writing. Write to express, not impress: Care about your readers.

Do you find ask yourself these questions:

1. How formal or informal should I be?
2. How do I ensure that my email gets read?
3. How do I begin and end my e-mail?
4. When do I not reply an e-mail right away? (Or not reply at all?)
5. How do I present important news and information in an e-mail that grab my reader's attention?
6. How do I write e-mail that produced the desired action in my reader?
7. What are the do's and don'ts when writing business e-mail?
8. How should I write my e-mail when responding to delicate and diplomatic situations?
9. When should I copy (cc or bcc) others in the e-mail?
10. What should I do when I send out an e-mail in error?

If you want the answers to the above questions, then this workshop is just for you. This practical and engaging workshop will show you can write and send 100 percent error-free, clear and effective e-mails, thereby achieving the desired impact you wish to convey to your readers.

End-of-Training Goals

1. Understand what tone and what style (formal versus informal) to use when e-mailing to different readers
2. Solicit the desired response from your reader
3. Know when is appropriate and not inappropriate to use e-mail
4. Understand the pitfalls of using e-mail and how to overcome them
5. Recognise the elements of an effective e-mail versus an ineffective e-mail
6. Convey a warm yet professional e-mail writing style
7. Develop rapport with your reader
8. Gain credibility with appropriate e-mail etiquette

Programme Agenda

Review Grammar and punctuation

- ✓ Refresh and rethink
- ✓ Active/Passive voice

Overview of e-mail

- ✓ To e-mail or not to e-mail
- ✓ How to improve
- ✓ Effective v/Defective

How to Write for the Reader

- ✓ Subject line
- ✓ Knowledge factor

Power of e-mail

- ✓ “Send button”
- ✓ Global communication – time zone
- ✓ Instant
- ✓ Open when needed
- ✓ Record
- ✓ Share information

Downfall of e-mail

- ✓ “Send” button
- ✓ BCC
- ✓ CC
- ✓ Miscommunication
- ✓ Informal

Language

- ✓ Business v/ informal
- ✓ Tone
- ✓ Clichés
- ✓ How v/ What you say
- ✓ Write for the reader

REGISTRATION

Writing Professional Email – *Easily and Effectively*

29 Oct 2008, Furama Riverfront Singapore

Registration fees: S\$495 nett per person

(Team discount is available for a team of 3 or more delegates)

For enquiries / registrations, contact

Partners Conference & Event Management Pte Ltd (Reg. No. 200210370R)

Tel: 65-6288 1273

Fax: 65-6288 1293

Email: enquiries@partners-conference.com

URL: www.partners-conference.com

YES! Please register me / us:

Name of Delegates

Designation

Email Address

1. _____

2. _____

3. _____

Approving Manager

Name: _____ Designation: _____

Email: _____ Tel: _____ Fax: _____

Organisation: _____

Address: _____

_____ Postal Code: _____ Country: _____

Methods of Payment

- Bank Transfer should be made to
- | | |
|-----------------|--|
| Account Name: | Partners Conference & Event Management Pte Ltd |
| Account Number: | 501-584692-001 (Bank Code: 7339) |
| Pay to: | OCBC Bank (SWIFT Code: OCBCSGSG) |
| Branch: | OCBC Centre |

- Cheque

Please make your crossed cheque payable to Partners Conference & Event Management Pte Ltd.

Kindly mail your cheque and registration form to:

Partners Conference & Event Management Pte Ltd.

30 East Coast Road #02-27 Paramount Shopping Complex, Singapore 428751