



## Professional email writing

### Benefits

This programme provides participants with the tools to:

- Develop a friendly but professional email style
- Prevent embarrassing email gaffes
- Ensure your emails receive the attention they deserve and are acted upon quickly
- Avoid becoming an 'email slave'

### Who should attend?

Anyone who:

- Corresponds regularly with clients and colleagues by email and would like to improve their professional style
- Needs to improve the speed and effectiveness of their email correspondence
- Would like to develop their rapport with virtual correspondents
- Would like to improve their online customer service skills particularly when responding to difficult situations

### Programme content

- Email overview: pros and cons of using email; email diagnostic
- Principles of professional writing: clarity; conciseness; organisation and structure; presentation and formatting
- Style considerations for email: language choice; your audience (tone; message and purpose)
- Building rapport through email (enhancing virtual relationships)
- Email etiquette: opening and closing; attachments; copying, replying, forwarding; when is email not appropriate?
- Editing your emails: tips; grammar and punctuation

### Related Courses

Effective Business Writing  
Writing with Impact  
Effective Virtual Working

Email offers organisations and their employees an instant and cost-effective medium for internal and external communication. However, what was originally envisaged to be an informal and fast form of interaction has now become the default communication vehicle. This has produced inherent dangers for organisations that wish to project a professional communication image as well as protect against the liability of employee negligence.

Poor spelling, ineffective layout or inappropriate choice of vocabulary all impact on the audience, with consequences ranging from simple misunderstandings through to risked reputations and loss of business. 'Professional Email Writing' has been designed to help you avoid such pitfalls and will assist in enabling you to create the desired impact and convey your electronic message more effectively.

### Locations, Dates & Fees

#### London

18 February, 27 April, 10 August,  
19 October

Individual Fee: £450 per delegate  
Group Booking: £405 per delegate

#### Paris

18 March, 3 June & 14 October  
Individual Fee: €550 per delegate  
Group Booking: €495 per delegate

All sessions are from 10am - 5pm with one hour for lunch

Lunch & refreshments included  
Please note that local taxes may apply