

# Professional Email Writing

## Open Programme

Email offers organisations and their employees an instant and cost-effective medium for internal and external communication. However, what was originally envisaged to be a fast and informal form of exchange, 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.

Correct use of language, tone, structure and style are all important elements of good business documents and letters. Despite being a more informal mode of exchange, email is not excluded from adhering to these rules, when it comes to producing clear and coherent messages. Poor spelling, ineffective layout or in inappropriate choice of vocabulary all impact the audience, with consequences ranging from simple misunderstandings through to damaged reputations and loss of business. "Professional Email Writing" has been designed specifically to help you prevent such pitfalls and will assist you to enhance your email writing skills, enabling you to create the desired impact and convey your message more effectively.

### 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?

This programme will of benefit if you:

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

### Location

Located in the heart of the City of London, Communicaid's training centre is within minutes' walking distance of Liverpool Street, Bank and Aldgate tube and train stations

### Date & time

25th April 2006 10am - 1pm (3 hours)

12th October 2006 10am - 1pm (3 hours)

### Contact Communicaid:

Communicaid  
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e: [open@communicaid.com](mailto:open@communicaid.com)  
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*Cultural Awareness  
Communication Skills  
Language Training*

## Programme content

### Emails - an overview

- Pros and cons of using email
- Email diagnostic

### Principles of professional writing

- Clarity
- Conciseness
- Organisation & structure
- Presentation & formatting

### Style considerations for email

- Language choice
- Your audience – using the right tone
- Message and purpose
- Virtual relationships – building rapport

### Email etiquette

- Opening and closing
- Attachments
- Copying, replying, forwarding
- When is email not appropriate?

### Editing your emails

- Your own checklist
- Reviewing & editing of initial tasks
- Grammar and punctuation

### Action planning

- Personal strategy for professional emailing
- Wrap up & conclusions

*With a maximum of 10 delegates, the programme will combine practical activities with discussion of the key aspects of professional email writing.*

## Communicaid

Communicaid is a global culture and communications skills training consultancy providing corporate and public sector organisations and their employees with the expertise to build successful relationships across cultures and borders. Founded in 1992, our clients include major financial institutions, manufacturing and consumer goods companies, law firms and government departments. With training centres in London, Paris, Frankfurt and New York and a worldwide network of professionals, we are uniquely placed to meet your culture and communication needs.

Communicaid delivers tailored programmes worldwide on an individual, group and organisation-wide basis. Please contact us for more information on how we can assist you and your organisation.



## Trainer profile

Elizabeth Block is a communication skills trainer who specialises in delivering professional writing skills programmes. She has designed and run a number of writing skills workshops as well as conducted writing surgeries and individual coaching sessions. She is also a freelance writer and consultant for a number of publications.

Elizabeth has extensive experience of writing and editing work in the specialist fields of renewable energy, financial services, financial IT and hospitality. She has written speeches, press releases, published articles and web material for a diverse range of clients including Bank of America, Ernst and Young, Hermes Investment Management, Treasuries Management International and various UN agencies.

## Programme fees

Fee: £225 + VAT per delegate  
Group booking: £195 + VAT per delegate (2 or more delegates from the same organisation) Refreshments included.

## How to book

To reserve your place or discuss our tailor-made programmes, please contact Nick Hedges on +44 (0)20 7648 2173. Alternatively, complete the form below and fax or post it back to us.

## Professional Email Writing

Name: .....

Company: .....

Address: .....

Telephone: .....

Email: .....

Signature: .....

I wish to reserve place(s) for:

  

25th April 2006

12th October 2006

Position: .....

Fax: .....

Date: .....

Ref: MSC155