



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

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

27 February, 17 April, 2 October & 11 December

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

Paris

20 March, 12 June & 16 October

Individual Fee: €550 per delegate
Group Booking: €495 per delegate

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

Lunch & refreshments included

Please note that local taxes may apply

Conditions of Service

1. Definitions

'The Company' means The Communicaid Group. 'Service' means any service supplied by the Company. 'Client' means any person, firm or company to whom the Company supplies Services.

2. Application

No conditions other than those set out herein nor shall any variation thereof be binding on the Company, unless otherwise specifically agreed in writing by a Director of the Company. These Conditions shall be incorporated in every offer, acceptance and contract for Services by the Company subject to the foregoing any conditions proposed by the Client are hereby excluded.

3. Acceptance

Any written quotation for services will remain open for acceptance for 90 days unless otherwise specified from the date of despatch and thereafter will lapse unless otherwise stated in writing. The Company will not be bound by any oral quotation.

4. Prices and Payment

Prices quoted are exclusive of VAT. An additional charge may be made for all expenses incurred by the Company at the request of or by agreement with the Client which are not included in the quotation.

4.1 Payments for services shall be made prior to commencement of any training on presentation of invoices unless otherwise specifically agreed in writing by a Director of the Company.

4.2 The Company reserves the right to discontinue any training should invoices remain unpaid. No refund for unconsumed training will be considered, and the outstanding invoices will be due for payment in full.

5. Confidentiality

All documentation made available by the Client during the course of provision of the services shall remain the property of the Client and shall be treated as confidential, and shall not be disclosed to any third party.

6. Cancellations

6.1 Group sessions will continue to take place even if some of the participants are absent unless otherwise agreed. If supplements are quoted per hour for additional participants in a group, the hourly charge will remain at that quoted for the duration of the course, even if a participant drops out subsequently.

6.2 Public Courses: Courses cancelled with between 4 and 2 working weeks' notice prior to the scheduled start date of the course are subject to a 50% cancellation fee, and courses cancelled with less than 2 working weeks' notice are subject to a 100% cancellation fee.

6.3 The company will seek to postpone courses on agreement given at least two weeks' notice, but reserves the right to impose a 10% postponement fee, or to treat the postponement as a cancellation should the course not go ahead within a three month period from the initial scheduled start date. Courses postponed at less than two weeks' notice will be treated as cancelled. Once the

timetable for an intensive course has been confirmed, the Client will be charged for the full number of hours during the agreed period. No refund will be considered for hours that the student is unable to attend.

In all cases, the completion of an enrolment form or written acceptance of a quotation is deemed to constitute confirmation of a course and will be contractually binding.

7. Conditions of Enrolment

7.1 Members of group classes are expected to attend their courses at the scheduled times.

7.2 The Company reserves the right to make changes of trainers whenever it considers this necessary

7.3 In all cases the completion of an enrolment form or written acceptance of a quotation is deemed to constitute confirmation of a course.

7.4 Corporate Programmes may be subject to terms and conditions laid down in a separate contract between the Client and the Company. Should no such contract exist, the terms and conditions of service described herein shall apply.

8. Sub-Contractors

The Client recognises and agrees that the Company may use sub-contractors for some or all of the work. Notwithstanding the fact that the Company may use sub-contractors for services to be performed under this agreement, the Company shall remain completely responsible for all actions of such sub contractors relative to the Services which are the subject of this agreement.

9. Use of Company Personnel

On acceptance of a quotation, the Client contracts that he will not use the services of any Relevant Person directly and other than via the Company. In the event that any Client or associate uses the services of a Relevant Person other than pursuant to a contract with the Company, the Client shall forthwith pay to the Company:

A) Where the Relevant Person becomes an employee of such Client or associate, a sum equal to 17.5% of the gross annual remuneration of such Relevant Person or a sum of £6,000, whichever shall be the higher and

B) In any other case, the sum of £6,000 (exclusive of VAT).

For the purposes of this clause, 'Relevant Person' means any trainer or manager or other person who shall have been engaged either as an employee or independent contractor by the Company and who shall have provided services for such Client directly or indirectly through the Company within 12 months preceding the use of their services by the Client or an associate as aforesaid.

10. Jurisdiction

These conditions shall be interpreted in accordance with English law and the Company and the Client irrevocably submit to the non-exclusive jurisdiction of the English Courts.

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