

# Essentials of Email Writing & Etiquette

by Caroline Dawson



Decide with Confidence

## INTRODUCTION

This program will help you understand the techniques, format, etiquette and delivery in writing better emails in your everyday work. Whether you are writing an email message to a co-worker or responding to a customer, this course will teach you the techniques of good email writing as well as understanding proper email etiquette. This one-day workshop will show you that emailing should not be difficult and a chore. Participants will be taught how to apply appropriate format, style and tone to their email writing. An interactive approach will give participants renewed confidence in their ability to write emails that are not only effective but also professional.

## LEARNING OBJECTIVES

On completing this program, participants will:

- Organize their thoughts and write effective email messages
- Understand the importance of good email etiquette
- Apply proper email etiquette and format
- Learn to write emails the way that business people read them
- Learn how to improve readability in their email messages
- Tailor their email messages to their audience
- Capture the reader's attention upfront
- Make a positive impression with their writing
- Learn to express themselves effectively through emails
- Employ concise writing techniques when emailing
- Use the right tone and style when writing emails
- Write, edit and proofread the email messages

## COURSE OUTLINE

### INTRODUCTION

- Understanding the fundamentals of good business communication
- The role that emails play today in business
- Business Language Today
- Barriers to effective communication

### IMPROVING READABILITY IN EMAIL MESSAGES

- Using Subject Lines Effectively
- How to make your email messages easy to follow
- Personalising your Email Messages

### ETIQUETTE AND FORMAT OF EMAILS

- Parts of an Email Message
- The Do's and Don'ts of email writing
- Form and Structure of Emails
- The correct usage of emails
- Understanding email etiquette and form
- Observing basic Email Etiquette

### WRITING THE EMAIL MESSAGE

- Strategies for delivering good and bad news through emails
- The 3 Step Writing Process
- Organizing and Composing your email message
- Creating effective sentences
- Developing coherent paragraphs
- Determining and Setting of Tone when writing
- The 5c's of Good Email Messages
- Modern Business Writing Usage
- Adding impact to business email messages

### BASIC ELEMENTS IN WRITING EMAILS

- Remembering the ABCs of effective writing
- Concise Writing Techniques
- The KISS Methodology
- Adapting your message to your audience and purpose

### METHOD OF INSTRUCTION

Highly participative and interactive consisting of discussions, case studies, practical work, critique sessions and small group work.

## ABOUT THE TRAINER – MS CAROLINE JOSEPHINE DAWSON

Caroline Josephine Dawson holds a Master of Arts degree in Mass Communications from the Nanyang Technological University, Singapore. She has more than 8 years of invaluable experience in teaching business, environmental and technical communication and 10 years in the field of journalism and publishing.

Caroline's expertise in business writing and language proficiency has seen her train operational, supervisory and managerial staff from various government bodies. Her track record includes organisations such as Land Transport Authority, Supreme Court, Singtel, Singapore Power, HDB and CPF Board. This experience in working with public sector training has become one of her training strengths. Participants of her training workshops attest to her motivational, instructional and highly experiential training methodology.

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**Date:** 1<sup>st</sup> June 2010, 9am – 5pm  
**Venue:** Amara Hotel Singapore

**Fee:** [ ] S\$395 for D&B Subscriber [ ] S\$480 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 1<sup>st</sup> May to receive a 10% off regular fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company's Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Payment Information

[ ] D&B subscription units (Account no: \_\_\_\_\_)  
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## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances.