

# Essentials Of Email Writing & Etiquette

## By Caroline Josephine Dawson



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### 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

#### 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

#### 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

#### IMPROVING READABILITY IN EMAIL MESSAGES

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

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### 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

### ABOUT THE TRAINER – MISS CAROLINE JOSEPHINE DAWSON

Caroline Josephine Dawson holds a Master of Arts degree in Mass Communications from Nanyang Technological University (NTU), Singapore. She has more than 12 years of invaluable experience as an Editor of lifestyle and technical publications and 10 years teaching business management, environmental and soft-skills communication.

During her numerous corporate exposure with local and foreign participants, Caroline has provided counselling and coaching services to many multicultural individuals and teams while also mentoring fellow educators in developing their professional skills.

Caroline's wide ranging expertise in the field of communication and management is just one half of the equation as her focus lies in the other where corporate education must always serve the business need and that any development intervention is an investment that must deliver a return. In this respect, Caroline uses a combination of tailored activities and has mastered the art of utilising pedagogical methods with minds! Her pragmatic real world approach ensures that she understands and responds to the real pressures and issues faced by adult learners especially. By closely observing and identifying individuals with special learning needs, she has maintained that experiential, innovative teaching methods and highly interactive curriculum are key motivational factors that enhance one's communication and personal development skills.

Caroline is the Second Deputy to the International Women's Federation of Commerce and Industry (Singapore), Advisor to the SMGM Foundation, India and Member of the Business and Professional Women's Association (S) 3rd Chapter and Society of Singapore Writers where she lectures on effective business writing, management and communication skills. She has attained the Diploma in Teaching English to Speakers of Other Languages (TESOL) certification through the London Teacher Training College and also teaches English as a foreign language. Caroline is also an MBTI®, DISC and Enneagram Accredited Administrator and she has administered the tools to top level managers and supervisors on managing their leadership styles and team members affectively. Her academic qualifications and wide ranging expertise in the field of communication will certainly enrich the training and coaching programs she conducts.

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**Date:** 11<sup>th</sup> March 2015, 9am – 5pm  
**Venue:** TBA

**Fee:** [ ] S\$650 (before GST) for D&B Subscriber [ ] S\$750 (before GST) for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 11<sup>th</sup> February 2015 to receive a 10% off usual fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off usual fee**

**Fax the completed registration form to 6226 0178**

### Participant's Profile

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

### Company 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 (only applicable to cheque or credit card payment). No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. For D&B subscribers opting to pay through D&B subscription units, deductions would be made upon receipt of completed registration form. In the event of any postponement/cancellation of seminar by D&B; or withdrawal from seminar by participant(s), units deducted would not be credited. However, a replacement of seminar (of same value) would be given and to be utilized within 6 months.
4. 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 cheque/credit payment towards the event and such registrants shall have no claims against the company.
5. D&B reserves the right to change venue due to unforeseen circumstances.

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