

Making Email Work!

From: TACTICS
To: You
Subject: **Are you writing excellent emails?**

Introduction

Research shows most people take less time planning and writing emails than any other business documents. As a result, the emails we send may be:

- difficult to understand
- irrelevant, and
- lack clearly defined actions.

Poorly written emails lead to delays, errors, misunderstandings and decreased productivity.

What will I learn?

Making Email Work! is a half day inhouse workshop. It teaches how to write clear, effective emails that will increase productivity and efficiency throughout your organisation. It covers how to:

- establish a clear purpose
- identify a specific response
- communicate details more effectively
- differentiate between appropriate and inappropriate content
- organise and label content effectively
- sequence and structure content to enhance readability, and
- write effective subject lines.

Who is it for?

Everyone who writes emails will benefit from this workshop.

How is it delivered?

The workshop is led by an experienced TACTICS instructor. Participants are encouraged to bring samples of their emails for analysis and restructuring.

What will I receive?

Each participant receives a handy desktop manual with tips and examples to reinforce learning after the workshop.

What does it cost?

This workshop is only held inhouse (privately) for groups of 10 or more people. The workshop costs are:

- \$2,950 plus GST for up to 10 people
- additional participants can attend for \$235 plus GST per person, up to a maximum of 15 people
- other costs may include instructor travel (outside Wellington or Auckland) and venue costs.

Terms and Conditions

The following terms and conditions apply:

Substitution of individual participants can be made at any time.

Transfer and cancellation fees apply as follows:

From course start date	Transfer fee	Cancellation fee
More than 15 working days	Nil	\$50 booking fee
10-15 working days	Nil	25%
5-9 working days	25%	50%
Less than 5 working days	50%	75%

To find out more

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