

Effective Business Email Writing

February 21, 2017 - Karachi | 9:30 am - 5:00 pm

Special
Group
Discount

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Key Benefits

Through a blend of discussions, activities and case studies, participants will:

- ✓ **RECOGNISE** the principles of persuasion in business writing
- ✓ **UNDERSTAND** the rules for presentation in business emails
- ✓ **APPLY** the five step process for effective email writing
- ✓ **ADOPT** the seven stage model for written complaint handling
- ✓ **GENERATE** a bank of useful words and phrases for professional emails
- ✓ **DEVELOP** a set of templates for particular types of business emails
- ✓ **APPRECIATE** the Power of Language and Plain English for impactful communication

Who Should Attend

- Individuals with a minimum intermediate level of English Language competency
- Individuals required to write emails in the course of their standard work duties
- Anyone wishing to improve the professionalism and effectiveness of their business communication to support career progression



Course Facilitator:
Catherine Bentley

PowerBase Consulting
Management & Leadership Consultancies



- Masters Degree in English Language (University of Edinburgh, UK)
- Diploma in Marketing – Chartered Institute of Marketing – UK
- Qualified TESOL (Teaching English to Speakers of Other Languages) facilitator
- 16 years' business management experience within UK Financial Services Industry – including Royal & Sun Alliance, MBNA International Bank, Royal Bank of Scotland

Since 2004 Catherine has been based in the UAE and has applied her commercial experience to facilitating diverse, multi-cultural teams across geographical locations in the setting and achievement of first-class customer service and communication standards.

Catherine works both with individuals and groups to develop confidence in communication, which she believes allows latent talent and potential to shine through and enhances customer experience and brand credibility.

Her mantra is "Success lies simply in being the very best that you can be" and this positive energy runs through her coaching and training programmes.

...only from Octara!!!

For Registration & Details:

Karachi: 021-34534261, 34536306, 34520092

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Course Overview

As the business world moves to communicate increasingly online and to operate as a global village, the need for effective business writing is critical. Email has now become the default mode of business communication with over 200 billion emails being sent on daily basis. Many second language English communicators display excellent spoken communication skills but lack confidence when writing business emails.

Writing professional business emails involves expressing points clearly, using language with precision, and constructing a logical argument – all to ensure the understanding of the reader and enhance the credibility of the writer and the organisation represented.

This intensive one-day workshop provides the skills to create emails that are clear, impactful, error-free and reader-friendly all within a short timescale. Delegates will learn to effectively plan messages using Correct Layout, the essentials of Plain English, and the Five Steps to Effective Email Writing. The programme also includes a model for written complaint handling and golden rules for communication via social media.

Course Agenda

BUSINESS WRITING – OVERVIEW OF KEY PRINCIPLES

- ▶ Persuasive Writing & the Art of Rhetoric
- ▶ AIDA model for business writing

EMAIL AS A DEFAULT COMMUNICATION CHANNEL – STRENGTHS AND PITFALLS

POWER OF LANGUAGE

- ▶ Principles for appropriate word selection, placement and active phrasing
- ▶ Essential grammar for email writing
- ▶ Sentence and paragraph usage for results
- ▶ Rhythm and flow in emails
- ▶ Adopting the right style and tone

PRINCIPLES OF PRESENTATION

- ▶ Layout to create strong first impressions
- ▶ Consistency for credibility

FIVE – STEP PROCESS FOR CONSTRUCTING EFFECTIVE EMAILS

- ▶ SAP analysis – Subject, Audience, Purpose
- ▶ Organising Content
- ▶ Sequencing Content
- ▶ Writing the first draft
- ▶ Editing checklists

WRITTEN COMPLAINT HANDLING

- ▶ Accepting / Rejecting Complaints
- ▶ 7-stage model
- ▶ Golden Rules for Social Media responses
- ▶ Emotional Intelligence in business writing

PERSONAL ACTION PLANS

Workshop Investment

PKR **18,000**


+ SST per participant


Special
Group
Discount

FEE INCLUDES:

Course material, Certificate of attendance, lunch, refreshments & business networking


5 Easy Ways to Register

 **Karachi:** 021-34534261, 34536306, 34520092
Lahore: 0302-8614556, 0302-8614628

 **Fax:** 92-21-34520708

 register@octara.com

 www.octara.com

 Octara Private Limited
1/E-37, Block-6, P.E.C.H.S., Karachi.

Payment:

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration form.

Note: Full payment must be received in advance to confirm enrollment.

Send your cheque in favor of **Octara Private Limited**
To: **Muhammad Imran Anwer**
Octara Private Limited - 1/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

Bring this program In-house

This workshop can be customized to suit specific needs of your organization which may lead to significant savings & avoiding pitfalls. Please contact **Jason D'souza** at jason.bosco@octara.com or call at 0332-2422732

