

## Writing Effective E-mails

### Course Objective

At the end of the training programme, participants will be able to:

- Identify the principles of writing e-mail messages;
- Observe email etiquette; and
- Use the right approach to writing e-mail messages.

### Target Audience

General

### Course Outline

#### Planning & Organising the Message

- Principles of writing e-mail messages
- The impact of e-mail on business
- The pitfalls of e-mail
- Organising the message
- Audience analysis
- Adopting the right tone of voice
- Greetings, closings, headings

#### Composing the Message

- Compose clear e-mail messages
- Rules of good writing
- Choosing the right words
- Jargon, bias-free language
- The active & passive voice
- Rules of good grammar
- Abbreviations and acronyms

#### E-mail Etiquette

- The Do's & Don'ts of E-mail Etiquette
- The professional image: looking good online
- Ethics, CC and BCC, italics
- Avoiding E-mail abuse

### Course Fees

Type	Full Fees (inclusive 7% GST):
Member	\$321.00
Non-member	\$428.00

### Methodology

Group discussions and exercises will be used to enhance learning and reinforce skills.

### Trainer

Ms Mae Wong is a Senior Associate Trainer of SNEF. She has extensive working experience in training local companies in minute-writing and business communication skills. Mae received her Masters of Arts (TESOL) from University of London, UK and Masters of Arts (ENGLISH) from University of Waikato, New Zealand.

Please refer to SNEF website for available dates

Duration : 1 day, 9am to 5pm (7 hours)

Course Venue : SNEF Corporate Learning Centre @ Tanglin

**Register online at SNEF website [www.snef.org.sg](http://www.snef.org.sg)**

Click on 'Training' and Course Category

**'Business Writing'**

### Enquiries:

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