

Writing Better Business E-mail

...because it's a new world out there

About this Workshop

The world has changed when it comes to writing. Technology has been the catalyst for many of these changes, particularly in the last 5 years. We now must *write more often* and we frequently *write "on the fly"*. As writers, we don't even know *what "device"* the reader is using to read our e-mail.

Business writers need to adapt to these challenging new demands that impact the quality of our e-mail, the content of our messages, the responsiveness of our readers and the professional image of our brand.

This workshop will give your employees practical skills for writing e-mail that get to the point and help move projects forward. They will learn a framework that they can apply to all their writing to ensure they consistently achieve the results they want. In addition, they will learn how to foster productive relationships with colleagues, customers, clients and other business partners.

Who Should Attend

This half-day workshop is designed for people who rely on e-mail to communicate effectively with others. It is suitable for people who write to internal colleagues or to external business partners.

What Participants Will Learn

During this intense, leader-led workshop, participants will learn four key elements:

- Writing e-mail that people read and respond to
- Writing in a clear style that reduces unnecessary words
- Writing e-mail that reads easily on a Smartphone
- Writing e-mail that makes you look good

Special Summer Pricing

As part of IWCC's Special Summer Pricing promotion, we are waiving extra participant fees for workshops delivered in July or August. As a result, up to 18 of your employees can attend a **Writing Better Business E-mail** workshop for the price of 15 participants (\$1000 savings).