

About the Workshop

This workshop will help you understand the techniques, format, etiquette and delivery in writing better emails in your everyday work. You will learn how to apply appropriate format, style and tone to your email writing. An interactive approach will give you renewed confidence in your ability to write emails that are not only effective, but also professional!

Key Topics

- Organising your thoughts & writing effective email messages
- Applying proper email etiquette and format
- Writing emails the way business people read them
- Improving readability in your email messages
- Tailoring your email message to your audience
- Using subject lines effectively to capture your reader's attention
- Making a positive impression with your writing
- Expressing yourself effectively through emails
- Using the right tone and style when writing emails
- Responding to difficult email messages

The Speaker – Mr Bryan Martin

Bryan has a combined 16 years of experience in sales and customer relations in the transportation, shipping and logistics sectors. An associate trainer with the Civil Service College and MDIS, his core areas of expertise in training and development include interpersonal skills, customer relations, teambuilding, personal effectiveness, public speaking, business writing skills and knowledge management. He is a certified trainer of the DISC Psychometric personality profiling instrument.

Who Should Attend Anyone who wants to improve his/her email writing skills to communicate effectively with customers, vendors, business associates and co-workers.

Date: 15 May 2024, Wednesday	Course Fees: \$328 per participant (Includes Handouts, Lunch & Refreshments)
Time: 9.00am to 5.00pm (Registration starts at 8.45am)	To register: Email your registration forms to us or register online.
Workshop Venue: Carlton Hotel 76 Bras Basah Road Singapore 189558	960 Dunearn Road, #06-25, Singapore 589486 Tel: 6293 9068 Email: info@kcacademy.com.sg Website: www.kcacademy.com.sg Payment Details: Payment by bank transfer or PayNow Corporate (UEN no. 201100115H) before commencement of workshop

Participant 1:

Participant 2:

Contact Person: (If different from above)

Company Name:

Company Address:

UEN No: Tel: Fax:

Upon receipt of registration, any cancellation must be confirmed in writing, and will be subject to a 10% administrative charge. If notice of cancellation is received less than 5 working days before the course date, or if participant fails to show, participants will be invoiced for the full fee. However, substitutes will be allowed. KC Academy Pte Ltd reserves the right to cancel/postpone the event or change the venue/date/time of the workshop in view of unforeseen circumstances.