



PROGRAMME OUTLINE for EMAIL WRITING IN THE DIGITAL AGE

9.00am to 10.15am

Smart Business Writing in the Digital Age

- What is electronic writing?
- What do you want to achieve in your writing?
- Are you meeting the mark in your writing?
- Closing the gap

Small group discussion of self-discovery on what has changed in business writing electronically and how to close the gap with the individual's writing style.

10.15am to 10.30am

Break

10.30am to 1.00pm

Grabbing Attention with :

- Purpose for your audience
- Selling the message
- Presentation of Information
- Clear, concise and precise language
- Correct grammar and syntax

KISS redefined

- Use more active voice
- Use relevant subject headers and sub-headers
- Measure your level of writing with readability index

1.00pm to 2.00pm

Lunch Break

2.00pm to 3.00pm

Tone Vs Voice

- Choose an appropriate tone
- Vary tone with words and expression
- Vary tone using sentence structure and sentence length

E-mail basic layout and Structure for Writing

- Who is the recipient – individual or group?
- When to use CC and BCC
- How to make effective use of the subject header



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- How to determine the formality or writing with salutation and greeting
- How to tailor introduction / purpose for the reader
- What structure gives impact to the main content to :
 - Infor
 - Enquire
 - Persuade
- What to say in the pre-closing to urge for action and next steps
- What are the different ways to close and sign-off

3.30pm to 3.45pm

Break

3.45pm to 5.00pm

Applying your skills to Effective E-mail Writing in The Digital Age

- Routine Business Transactions
- Creative and Persuasive Documents
- Auto Replies :
 - Out of office
 - On long leave