E-mail has revolutionised our professional lives. Writing and reading messages can consume a huge part of the working day. Although writing business e-mail may seem simple enough, firing off a message without sufficient thought could land you in hot water. As with any business correspondence, poor spelling, ineffective layout or inappropriate e-mail etiquette can all impact on the audience, with consequences ranging from simple misunderstandings through to damaged reputation and potential loss of business.

**CONTENTS**

- General Principles of Effective Writing
- E-mail Etiquette in a Corporate Setting
- Common Mistakes to Avoid
- Format and Structure of E-mail Messages
- E-mail Tone, Clarity and Message Effectiveness
- Persuasive E-mail Writing
- Business Writing Case: E-mail Disaster
Ms Susan Chan, an experienced and dedicated trainer and educationist, comes from a solid academic and business background. As a corporate trainer she has an excellent track record. She has been an associate trainer of FMM Institute since 2000, conducting numerous corporate programmes.

An energetic and enthusiastic trainer, Susan has conducted extensive training programmes in areas such as Business Communication, Interpersonal Skills, Business English, Business Writing, Report Writing, Presentation Skills, Motivation, Supervisory Skills Development, Leadership and Personal Development through public and in-house training.

Her training programmes are well received and effective as they are very interactive, relevant and often tailored according to the needs of the client organisation. Among the companies Susan has conducted training in are some well known companies including multinationals such as BASF, FED EX Malaysia, LA FARGE, EDS and Chung Hwa Picture Tube.

OBJECTIVES

✦ Avoid the common pitfalls of email correspondence
✦ Acquire effective professional email writing style
✦ Assure that your emails and other correspondence receive the attention they deserve
✦ Increase your awareness of best practice and email writing etiquette

WHO SHOULD ATTEND

Managers, Business Executives, Administrative staff and everyone who writes e-mails to communicate with internal and external receivers as part of their day to day activities.

FACILITATOR

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For further enquiries, please contact:
Ms Kavitha / Ms Josephine
FMM Institute
Tel: 03-62867200
Fax: 03-62776712
Visit us at www.fmm.edu.my

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Managers, Business Executives, Administrative staff and everyone who writes e-mails to communicate with internal and external receivers as part of their day to day activities.

ADMINISTRATIVE DETAILS

Dates: September 19 – 20, 2012
Time: 9.00 am – 5.00 pm
Venue: FMM Institute
Wisma FMM, 2nd Floor
No. 3, Persiaran Dagang
PJU 9 Bandar Sri Damansara
52200 Kuala Lumpur
Fees: FMM Members - RM850 per participant
Non Members - RM1,100 per participant

(Fees include course materials and Certificate of Attendance)

SBL Scheme

Registration is on a first-come first-served basis. Cheques made in favour of the “FMM Institute” should be forwarded one week before the commencement of the programme. Completed registration form, that is faxed, mailed or e-mailed to FMM Institute, would be deemed as confirmed.

All cancellations must be made in writing. There will be no charge for cancellation received 10 or more working days before the start of the programme. Cancellation received 6 – 9 working days before the start of the programme is subject to a cancellation fee of 50% of the course fees. Cancellation received 5 working days and below before the start of the programme is subject to a cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost.

10% group discount is applicable for registration of three (3) or more participants from the same organisation and of the same billing source.

The FMM Institute reserves the right to change the facilitator, reschedule or cancel the programme and all efforts will be taken to inform participants of the changes.

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Dear Sir/Madam,

Please register the following participant(s) for the above programme.
(To be completed in BLOCK LETTERS)

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(If space is insufficient, please attach a separate list)

Enclosed cheque/bank draft No. ________________________ for RM ________________________
being payment for ________________ participant(s) made in favour of the “FMM Institute”.

Submitted by:
Name: ___________________________________
Designation: ____________________________ E-mail: ____________________________
Company: ___________________________________________________________________
Address: ____________________________________________________________________
Tel No.: ____________________________ Fax No.: ____________________________ Date: __________

FMM Membership No.: __________________ My Corporate Identity No.: __________________