

Email Writing Training Course Brochure

1 Day Practical Workshop



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The Right Fit.....For You

Our Email Writing courses are designed to enhance the existing writing skills of your team and improve the quality of their written business communications.

Our one day Email Writing course covers the core elements of writing and will show learners how to write in polite way when dealing with difficult clients, how to be clear, concise and use simple english when applicants wont take no for an answer.

The course also looks at best practice approaches to structuring emails, when to have an opening and how to close off written communications so no response is warranted and how to get your message across without using open ended sentences. Finally, the course looks at the commons pitfalls when writing emails and how to communicate with people who have inadequate english.

Our courses are very practical and interactive and give learners a chance to review issues with their current work. We can incorporate your existing emails and templates to aid group discussions and practical exercises to allow learners to self-assess their current skills and identify areas of improvement. Our aim is that each learner leaves the course with a list of key points to take away and work on back on the job.

Below you will find a proposed course outlines for our one day course.

"Everyone thought Andrew was great and the course really developed their skills as internal trainers."

Dearbhla Casey, HR Manager, Irish Country Meats



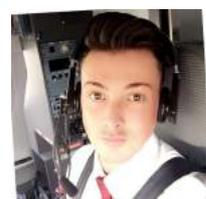
"We are all very happy with the training carried out last week & will definitely be in contact in the future"

Aoife O'Rourke, Key Account Manager, Tool & Plastic



"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."

Jonathan Latimer, Fleet Training Instructor, City Jet





Why Choose DCM Learning

At DCM Learning we have a strong culture of working in long-term relationships with our clients. Although it's a bit of a cliché, we strongly believe that our client relationships are partnerships and that's the best way for our clients to get the best results.

Specific reasons to choose DCM:



Support: 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



Experienced: We have many years' experience providing customised training programmes for small and large companies. Last year, we delivered onsite training with 521 companies.



Excellent Trainers: Our trainers combine professional training know-how with relevant experience in their chosen training field



Quality Assured Training: Make sure you Safeguard Your Training Investment. DCM offer courses accredited by the following national and international certification bodies.



You're in Good Company

We work with small and large companies, individuals, Government Agencies, Universities and blue chip companies such as Google, AIG, Glaxo Smith Kline, and Symantec, so you can have confidence in our ability to deliver the results you want to achieve.





Email Writing Training

COURSE OVERVIEW

Our one day Email Writing course covers the core elements of writing and will show learners how to write in polite way when dealing with difficult clients, how to be clear, concise and use simple English when applications wont take no for an answer.

The course also looks at best practice approaches to structuring emails, when to have an opening and how to close off written communications so no response is warranted and how to get your message across without using open ended sentences.

Finally, the course looks at the commons pitfalls when writing emails and how to communicate with people who have inadequate English. The course also provides learners with the best practice tools and techniques to improve their proof reading skills.

LEARNING OUTCOMES

By the end of the course each learner will be able to:

- Write documents that are clear and concise
- Have the ability to close off written communications
- Use plain English so readers can easily understand their message
- Avoid using open ended sentences
- Appreciate the importance of proof-reading all written communications

Below you will find a proposed course outline detailing all the topics covered on the training programme.

In addition, we will consult with you before the programme commences to get your input. This way we can be sure to address any specific requirements.



Course Content

TOPIC 1: PROFESSIONAL AND APPROPRIATE WRITING STYLE

- The purpose of the email
- Determining the appropriate level of detail
- Writing for your audience
- The collection, selection and arrangement of information
- Appropriate subject titles
- Data protection - Correct email to the correct person and ensuring the content is true and accurate

TOPIC 2: STRUCTURE AND SEQUENCE

- Benefits of establishing style guides and email templates
- Guidelines for sequencing and layout
- Structuring your email - opening/closing

TOPIC 3: LANGUAGE USE AND STYLE

- Writing Tips - plain english rules, being clear & concise
- Language used - polite but to the point, use of non open ended sentences, how to close conversations
- Common pitfalls when writing emails
- A refresher on punctuation
- Paragraph and sentence structure
- How to communicate with people who have inadequate english

TOPIC 4: PROOF READING AND EDITING

- Proof-read for accuracy; impression; message; appearance
- Removing dead wood and waffle



Brendan Murphy

Training Associate

Brendan is an accomplished training consultant with a thoughtful and thought-provoking approach, yet he is entertaining and engaging. He has long experience of group facilitation in a variety of settings with a knack for individual performance improvement.

Brendan brings his vibrant enthusiasm for training to every course he delivers. His resulting style is participative and inclusive, which empowers learners to develop their skills and achieve great results from training.

Some of the areas Brendan specialises in are: Communications, Effective Writing Skills, Public Speaking, Management and Minute Taking.

Some of Brendan's qualifications include:

- FETAC Level 6 Train the Trainer with Distinction
- Diploma in Business & Executive Coaching, Smurfit Business School
- Higher Diploma in Education, St. Patrick's College, Maynooth
- BA in English and Theology, St. Patrick's College, Maynooth

"Many thanks for this and for your excellent facilitation of the session. My colleagues and I were very pleased with the programme and several of them asked me to commend your for the way in which you managed the morning. "

Graeme M.Warren, Head of School of Archaeology, UCD





Inhouse Training, One Size Doesn't Fit All.

Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

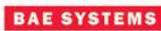
Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
Cost	€1,095 per day	€995 per day	€895 per day
Materials	Included	Included	Included
Travel Expenses	Included	Included	Included
Areas Covered	All Counties	All Counties	All Counties
Customisation	Course Customised	Course Customised	Course Customised
Survey	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
Account Management		Dedicated Account Manager	Dedicated Account Manager
Free Public Course		1 Free Place	3 Free Places
Public Course Discount		15%	25%



Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the
right course**

DUBLIN

- ☎ 01 5241338
- ✉ dublin@dcmlearning.ie
- 📍 Guinness Enterprise Centre

CORK

- ☎ 021 2429691
- ✉ cork@dcmlearning.ie
- 📍 Atrium Business Centre
Blackpool Business Park

DROGHEDA

- ☎ 041 9865679
- ✉ drogheda@dcmlearning.ie
- 📍 24 Laurence Street
Co. Louth