

Business Email: Write it Right

Tuesday, November 9, 2010
8:30 a.m. to Noon

KABA Training Room
600 52nd Street, Suite 120

Member: \$165
Non-Member: \$225

E-mail is the primary means of communication in the business world. Are your e-mail messages as effective as they could be? Do they get the results you want? Do you practice proper e-mail etiquette? During this half-day workshop you will learn the latest techniques for writing e-mails that make it easy for your readers to read, understand, and respond to your messages.

Learning Objectives:

- *discover best practices to improve readability and increase clarity of e-mail messages
- *use the "On-the-Double" process to write clear, concise, correct, and effective e-mails-fast *apply professional writers' tips for more effective proofreading
- *apply the latest etiquette standards to e-mail writing
- *reference the most common grammar, word choice, and punctuation rules
- *explain when and why e-mail is not an effective method of communication
- *organize information for maximum effectiveness
- *learn to capture the reader's attention with effective subject lines and first sentences
- *avoid legal difficulties

Please complete the form below and fax to KABA at 262.605.1111 or register online at www.kaba.org

Yes! I will attend the workshop, "Business Email: Write it Right"

Participant Name: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Alternate Contact: _____ Phone: _____

Send invoice to: _____ Fax: _____

Cancellation Policy: Cancellations, in writing, are accepted until 5 p.m. five business days prior to the program. Cancellations made with less than five days notice and "no-shows" will be invoiced for the total registration fee. Substitutions are accepted at any time. KABA will confirm your registration at least two days before the program or course will be held. If you do not receive confirmation by that time, please contact us to ensure that your registration was received.

For more information on this workshop or any other training needs, please contact:

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