Email is the workhorse of communication within and between organizations. In spite of its importance, emails are often "dashed off" with little thought given to the clarity of the message or the needs of the reader. Poorly written email can lead to misunderstandings and can result in significant amounts of time and money wasted. This program focuses on organizing and formatting email so the message works for the reader.

**Learning Objectives:**
- Focus the message and avoid rambling
- Organize the information so the reader gets the message quickly and easily...and knows what to do with it
- Use plain language and avoid bulky statements to create a clear, concise message
- Write with impact by creating energy and connecting with the reader
- Use tact and avoid problems with tone
- Format to create information accessibility

**Presenter:** Marie Antaya is a Managing Associate with Eclectic Communications. She has many years of experience as an educator in a variety of subjects including business communication. She has also led numerous program and course development projects. Along with her training and course development work, Marie has shared her expertise with clients in private, non-profit and public sector organizations. Using her combined experiences, Marie delivers informative, practical workshops tailored to audience’s needs.