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## Trace Training Email matters

### Bad email is bad business

Email is more than an informal communications tool. It is the new front line. It is also a legal document and an official business record - and needs to be treated accordingly.

Learn everything you need to know about the importance of email, the need for 'e' policies, recordkeeping requirements and the management of email risks.

### Why offer email training?

Email is the new front line and first impressions count  
Email is a legal document and an official business record  
Email is replacing the business letter

### What does email training cover?

Why email matters  
Email risks  
How to write a business email  
The importance of a good subject line  
How to open and close an email  
The importance of good grammar and correct spelling  
The importance of tone  
When email is and is not appropriate  
Presentation standards  
Email policy and what it means  
How to identify and manage spam  
Tips for managing email overload

### Workshop outcomes

Understand how to write a business email  
Discuss and develop organisational email standards and protocols  
Identify and resolve (if possible) email-related issues that arise

### Format: Half or Full day course

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