



PST TRAINING (PTY) LTD

PST Training (Pty) Ltd

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Writing Effective Emails (Email Etiquette)

Overview

Email remains the most widely used form of business communication, but poorly written messages can damage professionalism and efficiency. This seminar equips participants with the skills to write clear, concise, and effective emails while applying proper etiquette. Attendees will learn how to manage their inbox, avoid common mistakes, and project a professional image in every message.

Key Objectives

By the end of this seminar, participants will be able to:

- Apply professional email etiquette for clear and respectful communication
- Write effective and structured emails with strong subject lines and content
- Avoid common mistakes that reduce credibility and efficiency
- Handle sensitive and difficult email situations with confidence and diplomacy

Value Added

Participants leave with the skills to improve clarity, professionalism, and efficiency in their emails, boosting both personal credibility and organisational communication standards.

Who should attend?

This seminar is ideal for:

- Employees at all levels who use email daily
- Customer service & client-facing staff
- Team leaders, supervisors & managers
- HR & administrative professionals
- Anyone seeking to improve professional communication

This seminar consists of the following 15 topics

Topic 1	What is email etiquette?
Topic 2	Staying organised and on top of emails
Topic 3	Writing clear and professional emails
Topic 4	Crafting effective subject lines
Topic 5	Using email responsibly in the workplace
Topic 6	Negotiating professionally via email
Topic 7	Netiquette guidelines for digital communication
Topic 8	Dealing with difficult or sensitive email situations
Topic 9	Email do's and don'ts
Topic 10	Common email mistakes to avoid
Topic 11	Basic English grammar in emails
Topic 12	Correct use of punctuation in emails
Topic 13	Formatting and tone for professional messages
Topic 14	Tips for perfecting your email etiquette
Topic 15	Building credibility and professionalism through email

Additional Information

Duration	3-Hour Seminar	
Includes	• Seminar notes • Refreshments (not applicable to on-site / online training)	• Free telephonic after-training support • Electronic Attendance Certificate

PST Training (Pty) Ltd has been assessed and accredited as having satisfactorily met the MICT ETQA Specified Training Provider criteria. It provides an accepted benchmark of knowledge and skills, ensuring specified levels of competency and ability in terms of industry standards. Accreditation Number - ACC/2007/02/603.