

Business Email Writing for Impact and Influence

商务邮件写作技巧·工作坊

Date: 24th May 2019, Friday (9:00-17:00)

Training Language: Chinese 中文

Venue: Shanghai InterContinental Hotel (777 Zhangyang Road, Shanghai, Pudong)

Workshop Fees:

-Standard Fee: RMB 3,800/person

-Group Fee: RMB 3,600/person (2 or more registrations)

Course Overview:

In business, your writing counts. It's a projection of yourself (and your company) just as much as what you wear or how you conduct yourself in a meeting. Good writing skills will enhance your image, increase your confidence, boost your productivity, and help you achieve your objectives on a daily basis.

Here you will learn the basic principles of good business writing, which you can immediately put into action—on anything from simple emails to complex documents. You'll also be surprised at how entertaining the course is, and by how much "personality" can play a part in your business writing.

Whether you seek to pick up the basics or polish your skills, you'll soon be writing with less stress and more success.

What you will learn:

- Improve awareness of business writing principles for email writing
- Develop a more personal and positive writing tone to build relationships
- Understand the secrets of structure for producing clear and concise emails
- What words burn, what words bless
- Learn how to distinguish different ways people communicate and how to apply these differences to email writing
- Write more effective subject lines
- Understand the organization of email text
- Learn how to do basic editing of punctuation and capitalization

Training Outline:

Module 1: Business Email Writing Principles

- Stating the purpose of your mail
- Clear Subject Headers
- Report Layout

- Core principles
- Discussing email problems
- WeChat vs. Email

Module 2: The Influence of Tone

- Email problems: Tone
- Email complaints – Negative words
- Solution – Responding to a complaint
- Making polite requests

Module 3: The Secret of Structure

- Email skills: Structure
- Sub-Headings
- Writing for different purposes:
 - ✧ Request for information
 - ✧ Logistical problems reporting
 - ✧ Reporting on activities
 - ✧ Writing bad or constructive news
 - ✧ Encountering a conflict: Some basics on conflict management
- Replying to emails – The art of listening
- Punctuation

Module 4: Exercise & Wrap Up

- Business writing exercise: Short written business communication in English
- Summary: Learning Points
- Self-Assessment
- Training Feedback

Facilitator :



Klaus Schmitt

Professional Trainer & Coach

With 25 years of China experience and having lived in Shanghai for ten years, Klaus' business expertise lies in the fields of cross-cultural training, marketing, PR, tourism and executive coaching with focus on China. He has been working for the German Chamber of Commerce Shanghai to combine economic targets with social and cultural considerations.

Having a degree in Industrial Business Management, Klaus studied Sinology and Ethnology in Germany and China. His education is complemented by a certification from the University of

Germersheim in "Translation Management in Sino-German Cooperation" and a certification in "International Marketing". Klaus is a licensed Practitioner of NLP at The Society of NLP, an Organizational Coach by IECL as well as a ACC (Associate Certified Coach) at ICF.

Klaus is fluent in **Chinese**, German, English and French.

Areas of Expertise:

- **Training for Cross Cultural Communication** in group and individual trainings targeted for Westerners and Chinese clients. Tools for Cultural Awareness, Time Management, Efficient Communication and Negotiation Skills
- **Business Email Writing Skills** and **Business Presentation Skills** for corporate executives
- **Training and Coaching for Communication and Leadership Development, Team Skills**, Concepts and Approaches for Communication, Presentation & Facilitation skills and Public speaking
- **Team Building** for corporate team activities
- **Marketing and PR Manager** in the Chinese-German cooperation, promotion events and press conferences
- **Tourism Marketing**: Establishing PR to support marketing and sales, managing business trade fairs and tourism workshops, executing website strategies and online campaigns
- **Conception and Performance** of educational training programs and seminars
- **Language Trainer** for both German and Chinese

Industries List:

Coaching, Trainings, Education, Tourism, Marketing & PR, Sales, Exhibition, Events

Professional/Corporate Experience:

Executive Coach, Jiaotong University Shanghai

Freelance Trainer and Coach

Marketing Director, German Chamber of Commerce

Director, China Education & Training Center, Hamburg

Project and PR Director, Caissa Group Hamburg

Sales Manager, Stella Hamburg

How to Register:

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