

# Course : Communicate effectively by email

Practical course - 2d - 14h00 - Ref. CAT  
Price : 1270 € E.T.

★★★★☆ 4,7 / 5

BEST

Know how to attract the recipient's attention and make them want to read the message to the end. This course will teach you how to effectively achieve your communication goals. You'll also learn how to save time when writing and managing your e-mails.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Grab the recipient's attention
- ✓ Make people want to read the message to the end
- ✓ Effectively achieve your communication objectives
- ✓ Define your message and save time on copywriting
- ✓ Optimize email management

## Intended audience

Anyone who has to write e-mails on a daily basis as part of their job.

## Prerequisites

No special knowledge required.

## Practical details

### Role-playing

All the points covered will be the subject of written role-plays based on the participants' professional environment.

## Course schedule

### PARTICIPANTS

Anyone who has to write e-mails on a daily basis as part of their job.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## 1 Defining your communication objective

- Learn to put yourself in the recipient's shoes.
- Know how to deploy the means to get the e-mail read.
- Propose an attractive title and define a synthetic content.
- What communication strategy should you use? Mail and call?
- What is the message's intention: to inform? To provoke action? Claim? To thank?
- What form does the message take: telephone? Mail and interview? Mail and meeting?

### Exercise

Sharing experiences. Difficulties encountered. Definition of objectives based on concrete cases.

#### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

#### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## 2 Structuring your messages

- Organize ideas into plans: chronological, categorized, scientific, advertising.
- Learn to place your subject in perspective.
- Opt for the right argumentation: factual, logical, emotional. Prioritize your arguments.
- Know where to place the email's main objective. Put your subject in perspective.
- Set the scene in a concise but explicit way.
- Construct short paragraphs.

### Exercise

Define plans. Work on message elements: subject, objective, structure, argument.

## 3 Adopt a relevant style

- Creating clear, punchy headlines. Frame and solid titles. Syntax structure of titles.
- How creative can you get? Opt for a synthetic style.
- Place your objective at the head of the sentence. Replace locutions with simple terms.
- Use tenses that convey the writer's assertiveness.
- Choose precise vocabulary adapted to the target audience. When to choose a verb rather than a noun?
- Terms to ban from your professional writings. Draw up a glossary of key words.
- Linking sentences. The place of linking words. Using the right terms to make reading more fluid.
- The ideas conveyed by locutions and adverbs.

### Exercise

Individual and sub-group work on writing messages.

#### 4 Manage your mailbox

- Choose the right recipients. Identify the interlocutor's role.
- Clarify specific expectations.
- Use copying sparingly. The dangers of the "hidden copy" function.
- The real reasons for copying.
- Clarify titling of received messages. Remove inaccurate messages.
- Evolve titles during exchanges.
- Efficient email storage. Create folders. Dare to delete messages.

#### Exercise

Put into practice techniques for optimizing messaging and email communications.

## Dates and locations

### REMOTE CLASS

2026 : 18 June, 1 Oct., 16 Nov.

### PARIS LA DÉFENSE

2026 : 18 June, 1 Oct., 16 Nov.