



COMMUNICATION AND WRITING SKILLS | CWS-018

Effective Email Communication

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Course content

Why Attend

Email remains the main channel for business communication, yet poorly written emails cause confusion, delays and conflict. Clear, efficient emails improve productivity and relationships.

This Aractech course covers email purpose and audience, subject lines, structure, concise writing, tone, requests and actions, difficult emails, email etiquette, managing inbox overload and when not to use email. Participants rewrite their own emails.

Course Methodology

- Writing exercises
- Email rewrites
- Role plays
- Feedback
- Templates

Course Objectives

- Write clear subject lines and structures
- Write concise, actionable emails
- Use appropriate tone
- Handle difficult and sensitive emails
- Apply email etiquette
- Manage email efficiently

Target Audience

- All professionals
- Managers

Course content

- Administrative staff
- Customer service staff

Course outline

Detailed course outline

Day-by-day outline for Effective Email Communication.

Day 1 - Email Purpose

- 09:00-09:45 | Purpose and audience
- 09:45-10:30 | When to email
- 10:30-11:00 | Subject lines
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Subject lines (continued)
- 11:45-12:30 | Structure
- 12:30-14:00 | Exercise: Email critique

Day 2 - Clear Writing

- 09:00-09:45 | Conciseness
- 09:45-10:30 | Plain language
- 10:30-11:00 | Requests and deadlines
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Requests and deadlines (continued)
- 11:45-12:30 | Formatting
- 12:30-14:00 | Workshop: Rewriting emails

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Day 3 - Tone

- 09:00-09:45 | Professional tone
- 09:45-10:30 | Politeness
- 10:30-11:00 | Cultural considerations
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Cultural considerations (continued)
- 11:45-12:30 | Emotion
- 12:30-14:00 | Exercise: Tone adjustment

Day 4 - Difficult Emails

- 09:00-09:45 | Bad news
- 09:45-10:30 | Complaints
- 10:30-11:00 | Saying no
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Saying no (continued)
- 11:45-12:30 | Escalation
- 12:30-14:00 | Role play: Difficult email exchange

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Day 5 - Efficiency

- 09:00-09:54 | Inbox management
- 09:54-10:48 | Etiquette
- 10:48-11:00 | Alternatives to email
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Alternatives to email (continued)
- 12:12-13:06 | Templates
- 13:06-14:00 | Capstone: Email improvement plan

Seminar dates

Available seminar dates

Live dates and pricing for Effective Email Communication generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Munich	Classroom	€3,225
14 - 18 December 2026	Amsterdam	Classroom	€2,830
18 - 22 January 2027	Frankfurt	Classroom	€1,875
15 - 19 February 2027	Rome	Classroom	€3,460
15 - 19 March 2027	Kuala lumpur	Classroom	€1,925
19 - 23 April 2027	Barcelona	Classroom	€2,815
17 - 21 May 2027	London	Classroom	€2,315
21 - 25 June 2027	Munich	Classroom	€3,225
19 - 23 July 2027	Amsterdam	Classroom	€2,830
16 - 20 August 2027	Frankfurt	Classroom	€1,875

Seminar dates

Available seminar dates

Live dates and pricing for Effective Email Communication generated from the course details page.

Date	Location	Format	Fee
20 - 24 September 2027	Rome	Classroom	€3,460
18 - 22 October 2027	Kuala Lumpur	Classroom	€1,925
15 - 19 November 2027	Barcelona	Classroom	€2,815
20 - 24 December 2027	London	Classroom	€2,315
9 - 13 November 2026	Online / Live	Online / Live	€1,815
14 - 18 December 2026	Online / Live	Online / Live	€1,815
18 - 22 January 2027	Online / Live	Online / Live	€1,815
15 - 19 February 2027	Online / Live	Online / Live	€1,815
15 - 19 March 2027	Online / Live	Online / Live	€1,815
19 - 23 April 2027	Online / Live	Online / Live	€1,815

Seminar dates

Available seminar dates

Live dates and pricing for Effective Email Communication generated from the course details page.

Date	Location	Format	Fee
17 - 21 May 2027	Online / Live	Online / Live	€1,815
21 - 25 June 2027	Online / Live	Online / Live	€1,815
19 - 23 July 2027	Online / Live	Online / Live	€1,815
16 - 20 August 2027	Online / Live	Online / Live	€1,815
20 - 24 September 2027	Online / Live	Online / Live	€1,815
18 - 22 October 2027	Online / Live	Online / Live	€1,815
15 - 19 November 2027	Online / Live	Online / Live	€1,815
20 - 24 December 2027	Online / Live	Online / Live	€1,815