

Persuasive and Professional Emails: Employing Expert Writing Techniques for Teachers

Gone are the days when paper was primary and letters, applications and faxes reigned supreme at academic workplaces. With the developing global tendency to shift towards paperless environment, the importance of email communication has significantly grown in the last three decades. Customarily regarded as the quickest, truly formal and conveniently accessible method of exchanging information, the worth of well-crafted emails is simply irrefutable. For language teachers in particular, mastering the skill of composing professional and convincing emails is utterly imperative.

Providing ample hands-on practice materials and book references, this session will equip its participants with the following expert writing techniques so as to enable them to craft exceptional and extraordinary emails:

- Using positive language
- Developing the 'You-attitude'
- Spotlighting audience benefit
- Sounding professional yet conversational
- Employing bias-free language
- Expressing courtesy
- Preferring plain language

Let us learn to craft professional and persuasive emails as a well-composed email leaves a lasting impression to say the least.

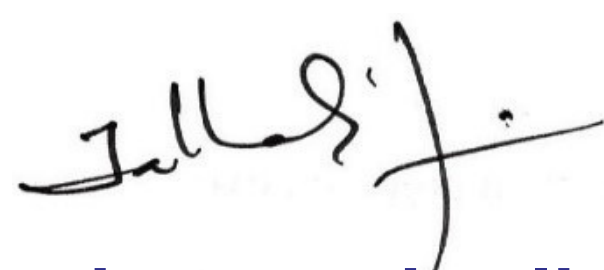


Ms. Hoor Jamil is an ELT practitioner. She is currently associated with the Salim Habib University (Formerly Barrett Hodgson University). She is also an associate member of IATEFL (International Association of Teachers of English as a Foreign Language). She holds English Linguistics degree from the University of Karachi. In past, she had worked as a prospective lead teacher and head of English Council at Fatimiyah Education Network. Her primary research areas include language and culture, teacher training, medium of instruction, and academic and professional writing.

Day: Saturday **Date:** July 30, 2022
Time: 12:00pm to 01:00pm

Registration Link

<https://forms.gle/cxnYxwRtQ9Jmo6Nv6>



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Join Zoom Meeting

<https://us02web.zoom.us/j/84849218294?pwd=ZFF6WHJQMFPtby9kTlAyS3hGL242QT09>

Meeting ID: 848 4921 8294

Passcode: spacd2022



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