English II (1st Term, week 10)

I. BERTRAND

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Checking attendance

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Homework

▶ Fill in the vocabulary list on "Writing professional emails" (on Moodle) and revise the vocabulary (vocabulary list + useful expressions)

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Writing professional emails

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Writing professional emails

B. Writing professional emails

    1. Listening comprehension: "How to Write Professional Emails"

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Writing professional emails

c) Fill in the table with the 4 parts to a professional email, in English.

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Part of the email	Tip
1. Professional but punchy subject line	The subject line should - relate directly to the contents of your message - include something that will quickly grab the attention of your reader (we're all inundated with a plethora of emails every day, so if you want to make sure that your email gets opened and read, include sth that is relevant but enticing for your subject line) - be kept short and sweet: max. 6 to 7 words (e.g. Follow up from today's interview; Important update from today's meeting)

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Part of the email	Tip
2. Friendly greeting	The greeting (also called salutation) opens up your email. It gets you started on the right foot. - Don't say anything like "Yo" or "What's up?" or "How's it hanging?" (are fine if you communicate with a personal acquaintance but not with a professional business contact) - Use something like "Hi there Joe" or "Hello Sally".

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Part of the email	Tip
3. Clear and concise message	State the purpose of your email inside the body of your message (e.g. thanking someone for a recent interaction or reaching out to a new connection for a new opportunity). Start the message with the reason why you are writing Then go into what you hope to have happen and how the person on the other end might be able to help you. Keep your message short and to the point: no need to go into unnecessary detail and ramble. If you have an attachment, make sure you mention that in the message.

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Part of the email	Tip
4. A conclusion with a call to action	Wrap up your email with what steps you want the other person to take (e.g. a follow-up meeting or a phone call or a reply to your message). Be clear about the direction you want them to go. Always sign with something like "Warm regards", "Thanks again" or "Best regards", and then follow that with your name.

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Writing professional emails

2. Email etiquette: Do's and Don'ts

Fill in the do's and don'ts of professional emails with the words and expressions from the box.

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Writing professional emails

▶ Heading   ▶ Failure
▶ Subject header   ▶ Tone
▶ Meaningful   ▶ Non-verbal
▶ Recipient   ▶ Professional
▶ Personalize   ▶ Inappropriate
▶ Greeting   ▶ Contact info

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Writing professional emails

- ► check
- ► poorly
- ► capitalization
- ► concise
- ► forward
- ► confidential

- ► Reply to all
- ► Proofed/edited
- ► Slip of the finger
- ► intended
- ► In public

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Writing professional emails

4. Writing

Write the email that corresponds to the situation. Expected length: approximately 150 – 170 words.

a) *Situation 1: Problème de Traitement de Commande*

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Subject: Update Regarding Your Recent Order with TechPro

Dear Mr Connell,

I hope this message finds you well. I am writing to inform you about an issue concerning your recent order with TechPro, which includes a Surface 7and related accessories.
Due to an unexpected system error, your order was not processed correctly. As a result, there will unfortunately be a delay in the shipment, and your items are now expected to be delivered within two weeks. Please accept our sincerest apologies for this inconvenience.

To address this matter and ensure your satisfaction, we would like to offer you the following:
•A **15% discount** on your next order with TechPro, or
•A **complimentary upgrade** of one of the accessories included in your order.

Please let us know your preference, and we will take the necessary steps to accommodate your choice promptly.

We greatly value your trust and patience and are committed to making this right. Should you have any further questions or require assistance, please do not hesitate to contact me directly at i.bertrand@techpro.be.

Thank you for your understanding.

Kind regards,

Ingrid Bertrand

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Speed Presenting

Go to one of these websites and choose a tech-related article or video:

▶ Ars Technica

▶ BBC

▶ The Guardian

▶ The New York Times

▶ Forbes

Read the selected article /watch the selected video and practise presenting it in 1 - 2 minutes.

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