**COMMUNICATION FOR PROFESSIONALS**

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# Task 1 – Memo

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| **Company Memo**  **From:** XYZ Company, HR  **To:** Every employee  **Date:** 21st April 2023  **RE:** Christmas Party  I am happy to announce that our company is going to organize a Christmas party on 25th December, this year at Dinerama.  The Christmas party will include bands, delightful dishes, and hard drinks. The Master Blaster band will be there before you offer party songs and romantic songs. Additionally, all you can request is for our band to play songs. There will be heart-throbbing songs like "Beating Heart", "Heart Skips A Bit" etc. Dishes like scones, Eton mess, stick and kidney pudding and jam roly poly will be there. Our dinner plans will also include sea foods like cod and haddock, fish chips and various other surprising sea foods. All of you are also requested to dance to the beat of the songs. There will be astonishing drinks like Scotch Whisky, Gin and tonic, Black velvet, Vodka Martini and many more.  Please don’t feel that this social gathering is only for non-vegetarians, we will also have certain dinner plans while considering our vegan employees.  We all know that it is sometimes hard to come up with a work-life balance while meeting the month-end pressure and peak phase pressure of our company. So, our company has planned something for you. There will be indoor games like pool, carom, and chess which is an initiative taken by us such that our employees can indulge in the co-curriculum activities.  Various Christmas trees will be lit at 12:30 pm. There will be an exchange of gifts among team members to encourage collaboration among team members. Although the gift cannot be more than $100, such that employees can easily afford gifts at pocket-friendly rates. This is a small initiative taken by our company such that our employees can make better collaboration and enhance communication skills among the peer group members.  As you all know that our company is going to collaborate with Tesla company for cost-cutting and for meeting the future business prospects for our company. We will be having Elon Musk as our guest. There will be discussions about the integration of modern technologies into our business processes. Everyone is allowed to take part in the conversation. Don't get nervous, take part in the conversation as it will be a friendly conversation across the employee's individuals. So, please feel free to mention your ideas regarding the benefit of implementing modern technologies in the business organization. Moreover, our company is going to announce remote work for at least 2- 3 days a week after the Christmas party.  Employees are allowed to add points if there are any drawbacks in the working processes of our business organization. Our management team will consider your point of view and will work on improving our business processes.  The CEO of our company will make certain announcements at the end of the Christmas Party. The announcements will include "Employee of The Year", plans and ideas for our companies. "Employee of the Year" will be awarded MG 4 from Tesla.  It should also be noted that this Christmas is only for the employees of our company.  Cheers,  HR of XYZ company |

# Task 2 – Email to promote your organization

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| Grist Ltd, 36 Great Pulteney Street, Soho, London, W1F 9NS  21st April 2023  To, CEO Of Next Plc  Desford Enderby Rd, Leicester, Leicester, LE19 4AT, UK  Hello, CEO of Next Plc,  Hope you are doing great! This site management consultant of Grist, approaching you for an opportunity regarding digital advertising. Grist is a digital agency that offers services like advertising and content marketing. We intend to help companies offering financial services, technological services as well as professional services through our digital advertising. We generate leads for our clients such that they can get bulk-load projects easily.  We all know that digital media agencies play a major role in advertising companies on account of trending social media platforms like facebook, and LinkedIn. Since the outbreak of Covid 19 pandemic, it has become essential to have a social media presence as each business organization tends to grow via digital platforms. Hence, in this case, a digital advertising agency can be of great help to you in terms of acquiring new customers.  Grist is a strategic partnership company with a pack of dedicated B2B research specialists to deliver accuracy to our working prospects. We have a network of over 500 plus subject specialist journalists, covering every market sector as well as industry. We have worked with Google, CISCO, Trust pilot, Mercer, Pwc, Publicis Sapient and various other major companies,  We feel that every e-commerce company needs to have effective marketing strategies to acquire huge chunks of customers. Advertising plays an integral role while marketing a business organization and hence acts as a pillar of effective marketing strategies. The major benefit of taking our advertising services is that our pack of journalists is efficient in delivering content on any sort of topic concerning its audience. We aim to increase the sales of our clients on account of research-driven marketing strategies to generate qualified leads for our potential customers.  Content plays a key role in communicating with your target audience and helps to make a voice brand. Hence, you require someone efficient in delivering content.  We can make SEO and user-friendly content for your users with the help of our dedicated content marketing team. Apart from generating content, we can also market your multinational clothing brand with the help of our dedicated experts in digital media advertising. We have been mentioned in "The Economic Times" as well as "Financial Times" as one of the best digital advertising companies in the UK.  We will offer digital advertising and content marketing services for you such that your company can acquire brand recognition as well as brand reputation. Additionally, we have a wide base of happy customers, who have mentioned Grist as a booming company in Digital Media Advertising. We can assure you to deliver quality digital advertising services as we have become successful in maintaining the standards of delivering quality services to our potential clients.  So, you can consider our company to market your clothing brand.  With Regards,  Management Consultant of Grist |