

Developing email strategy

Spring workshop 2010

Are you responsible for developing an email strategy and just don't know where to start? Or perhaps your email strategy needs updating to take into account today's business environment?

This one-day workshop examines the causes of email overload and information glut from a number of angles. It considers when email is the most appropriate communication method and will discuss best practice for other electronic communication tools.



WHAT YOU WILL LEARN:

Participants will discover what constitutes good email strategies for their organisation, how best to use email to obtain results that their organisation needs, retaining their reputation, achieving successful communication and ensuring an easy-to-use information retrieval system.

By the end of the course participants will have clear ideas of how to frame their email policy.

THE COURSE WILL INCLUDE:

- Calculating the cost of email overload
- Supporting an email improvement culture
- Reviewing the purpose of email correspondence
- Storage for easy retrieval
- Improving our reputation through how we use email internally and with external stakeholders
- Potential use of other electronic media for enhanced communications.

WHO WILL BENEFIT:

Everyone who is responsible for email policy.

Thursday 25 March 2010 | London

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How to book

- By phone:** Please telephone us on 0845 4747 004 (*and send this booking form as soon as possible*)
By fax: Fax us on 0845 4747 006 (*a fax transmission will secure a firm booking if places are available*)
By post: Complete this form and send it to: HQN Limited, Rockingham House, St Maurice's Road, York YO31 7JA
Online: For our online booking form, go to: www.hqnetwork.co.uk/forthcoming_events
PLEASE DO NOT SEND ANY PAYMENT! We will confirm your booking and send an invoice to you.



Who are we? HQN Limited is a housing consultancy and training company providing high-quality advice and support to councils, ALMOs, housing associations and other housing providers. Our subscription service, the Housing Quality Network, has over 750 members, who are kept up to date on policy and best practice via briefings, workshops and our electronic information bank. We also run specialist networks for practitioners on a range of housing issues and provide interim and project management services. To find out more, visit our website at www.hqnetwork.co.uk, or call us on 0845 4747 004.

Delegate fees The cost of this event is £250.00 for one delegate (plus VAT at the applicable rate).
Discounts are available on multiple bookings – £225.00 per delegate (two bookings) (plus VAT at the applicable rate).
£200.00 per delegate (three or more bookings) (plus VAT at the applicable rate).
The fee includes refreshments, lunch* and an information pack.

		Fee payable (incl. VAT)
Delegate name	Position	£ :
Email address		
Delegate name	Position	£ :
Email address		
Delegate name	Position	£ :
Email address		
Delegate name	Position	£ :
Email address		
To enrol additional delegates, please photocopy this form.		TOTAL £ :

Name of person making booking	Order no.
Organisation	
Job title	
Email address	Tel no.
Invoicing address	
	Postcode

Bookings Form

Bookings: Bookings are subject to HQN Limited's conditions dated 23 February 2005, a copy of which can be obtained from our offices, free of charge.

Cancellations and substitutions: A full refund will be given if a cancellation is made 28 calendar days or more prior to the event, and a 50% refund if a cancellation is made 15-27 calendar days prior to the event. We regret that no refund can be given if a cancellation is made 14 calendar days or less before the event. Cancellations must be made in writing, and will be acknowledged by HQN Limited. There is no refund for non-attendance, but delegates may be substituted at any time.

Guarantee: As with all our events, our guarantee is that if a delegate attends this event and for any reason does not find it worthwhile, we will refund their delegate fee in full. To take advantage of this guarantee, the delegate fee must be paid in full prior to the date of the event.

* Please let us know if a delegate has any particular needs, including dietary, and we will do everything possible to meet their requirements.

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