



E-Communications 2.0

Overview

Many people, especially those used to texting and tweeting, don't differentiate between casual and business e-communication. Your brand and reputation could be at risk if you don't have standards regarding e-communications or if your staff doesn't have a clear understanding of what is appropriate and expected regarding e-communications.

This seminar takes a fresh look at best business practices related to e-mail and other types of electronic communications.

Program Details

The seminar covers the following topics:

- **The need for policies on:**
 - When e-communication is inappropriate
 - Archiving e-communications related to files/matters
 - Encryption and programs like Sharepoint
 - Social networks (such as Facebook, LinkedIn, Twitter)
 - Blogging
- **Best practices, including:**
 - Gauging appropriate formality and detail
 - Respecting privacy (bcc, for example)
 - Formatting that promotes clarity (using headings, bullets, spacing, phone number formats, meaningful subject lines and when to vary them)
- **E-communication training:**
 - Staff on-boarding
 - "Refresher" seminars
 - Internal newsletters
 - One-on-one discussions

Who Should Take This Seminar

This seminar is for anyone charged with setting policies related to e-communications, those who are concerned with ensuring staff are up-to-date on firm policies, and those interested in current best practices related to e-communication.

LET US CUSTOMIZE
THIS PROGRAM TO FIT
YOUR SPECIFIC NEEDS

Length: typically 2 hours

Date: to be determined

Location: to be determined



Facilitator Profile

Ingrid Sapona is owner of Good with Words, a consulting firm specializing in clear communication of business information. Good with Words' motto sums up Ingrid's philosophy and mission: Clearly written ... easily understood.

Ingrid's been making complex business information clear since 1997. She has a journalism degree from Northwestern University and a law degree from Case Western Reserve University. She is a member of the New York and Ontario bars. It was while practicing law that she realized she has a special talent for making complicated, technical information understandable.

Ingrid works with professionals and business leaders, creating communications that satisfy strategic business and regulatory requirements. Using plain writing principles, she measures success by whether people understand the issue or idea the first time they read it because if they do, they're more likely to act on it.

She's a frequent speaker and lecturer on business writing. In addition, she writes a regular column called "Writer's Edge" in *The Business Valuator*, a quarterly publication of the Canadian Institute of Chartered Business Valuators, and she muses on business writing in her blog: *You don't say...*



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