

Certificate of attendance

Essential letter and e-mail writing skills for insurance professionals

Date

Thursday 13th October 2016

Time

5.30pm - 6.30pm

Speaker

Jeff Heasman, The Pyramid Group

Learning outcomes or Lecture review

At the end of this event, the delegate will be able to identify:

- the need to properly assess the aims and objectives of correspondence and plan appropriately before drafting
- the appropriate styles, form and language for the different types of correspondence, depending on whether the aim is to, for example, provide advice or to persuade a third party
- the importance of plain language and be able to identify commonly confused words, as well as the pitfalls
- the need for proofreading and editing to produce perfect correspondence
- the importance of plain language and use paraphrasing skills to communicate complicated matters in a clear and concise manner.



CII CPD event accredited - demonstrates the quality of an event and that it meets CII member CPD scheme requirements.

Attendance at this event can count towards your CPD hours where you consider it relevant to your professional development needs.

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