

Writing the perfect (and professional) email.



This topic area will complement your institution's careers programme by providing a direct focus on how digital skills can help enhance progression or employability prospects.

This activity is aimed at 15-17-year-olds and can be printed or downloaded (this is interactive and can be edited and saved individually).

Students will need to have access to a computer to complete the activity.

Activity timeline:

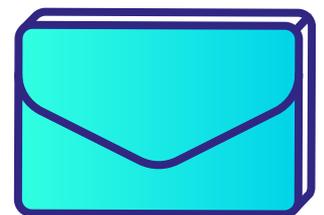
- Animation - 5 minutes (the animation can be viewed more than once).
- Introduce activity - 5 minutes.
- Discuss skill set (have students used this skill before?) - 5 mins.
- Complete activity- 15 mins.

Aim:

In this animation and resource, students will be given guidance and suggestions for writing a professional email. The animation will focus on the structure of an email and cover things to include and what to avoid. It is important that students understand how important it is to be able to write an appropriate email as they move into further education and/or the world of work.

Activity duration:

The viewing of the animation and the attached activity should take no longer than **30 minutes** to complete (there is the option to carry out research which may increase the time needed but this is down to personal choice).



Delivering the activity:

Each animation and topic in this series can act as a simple, stand-alone activity and does not need to follow any particular order. To begin with, students should watch the short animation (they can watch this as many times as needed to help them with the connected activity). Students might find it useful to make notes as they watch, however, the physical activity does include helpful reminders and top tips.

Once students have watched the animation it's time to tackle the activity. The activity begins with a scenario in which students are introduced to the global company PwC (PricewaterhouseCoopers International Limited, based in London, England). Students are asked to imagine that they are applying for a Virtual Insight Week programme and will need to show their interest in the form of an email.

They are asked to carry out some research into the company before they start, here are the basics that they should be able to find:

- An international professional services brand of firms.
- The second-largest professional services network in the world.
- Considered one of the Big Four accounting firms, along with Deloitte, EY and KPMG.
- PwC firms are in 157 countries, across 742 locations, with 284,000 people.





Writing the perfect (and professional) email.

Example Email

From: example@email.com

To: Emily.sharpe@pwc.com

Subject Line: Virtual Insight Week programme interest

Aa ≡

Dear Emily Sharpe,

I am emailing to show my interest in your upcoming Virtual Insight Week programme. Your programme is something that I would love to be involved with as I have many questions and would like to know more about your company. Seen as you are the second largest professional services network in the world, your company is incredibly interesting and exciting to me.

I would like to formally apply for your programme, so if you could send an application form to [email address], I would greatly appreciate it.

Kind regards,
Tom Sinclair