

## ***Send***

### ***Twelve Ways to Make Email Effective Again***

#### **Agenda**

This program is broken down into two distinct topical areas all focused on increasing your command over the use of email in your practice and delivering the best client service possible. During the 60-presentation, we will cover:

|                |   |
|----------------|---|
| 00:00 to 05:00 | Opening                                       |
| 05:00 to 30:00 | Best Practices for E-mail Mechanics           |
| 30:00 to 55:00 | Best Practices for Schedule Messaging/Content |
| 55:00 to 60:00 | Closing                                       |