



Welcome to the **October** edition of the Mesmo Consultancy e-briefing.

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In the news

We are often asked *'should an email be as perfect as a letter?'* In a word, 'yes', as it represents the brand image of the sender and their organisation. Yet again tone and wording in an email led to two more email media disasters. Both, of course, surfaced through emails leaked to people outside the original sender's organisation.

Thames Valley Police sent an email asking for volunteers to work overtime during the height of the terrorist alerts in 2006. The email suggested that the pay was so good it would fund a holiday in Spain, a new fridge etc. Whilst the sender thought it was humorous and struck the right note to attract volunteers, others felt it seriously discredited the image of the police force. See [Thames Valley Police story](#)

In **Guernsey**, a young man emailed some friends seeking a potential flatmate. Again he thought his email was funny and in good taste. It did not take long for it to do the rounds in Guernsey and discredit both himself and his employers, the financial planning group Concept Group. See [Guernsey Email story](#)

The moral of these tales? Think before hitting send, read and re-read your emails and ask yourself, 'how will others interpret my message'? If in doubt, leave it in the draft box and review it again before hitting send.

Do you want to reduce the risk of either you or your organisation playing a leading role in the next such email media disaster story? If so, contact us for more information about our Smart Email Management workshops contact **Angela** on: 020 8455 1462 or <mailto:angela@mesmo.co.uk>

Tips and hints

October 2008



**The Trafford Centre,
Manchester**

We were delighted to be invited to work with the top management team of **The Trafford Centre** in September to help review how they could use email more effectively.

The Trafford Centre, one the largest shopping malls in the UK, has just celebrated its tenth birthday and prides itself on its customer focus. This was very apparent to us during our visit.

It took 27 months to construct and extensive use has been made of natural stone for the floors, frontages and interiors of the shops. Add to that an excellent choice of shops and super eating hall and you have the makings of a great day's shopping.

Quick Links

[Mesmo Consultancy](#)

[Smart Email Workshops](#)

[Managing in the Email Office](#)

[Case studies](#)

They say that learning is a lifelong experience. Here are a few gems which delegates at various Smart Email Management workshops have shared with us.

[Cost of email misuse calculator](#)

Thank you to everyone for enriching our collection of time saving tips.

1. Do you manage several executives' (or project) inboxes and need to keep track of all their emails still needing action eg meeting arrangements, data for a report etc? Try creating a pending folder for each person (project). To have these pending folders sit at the top of your folder list start each one with a full stop (eg .Smith).
2. Do you ever need to release embargoed information (ie information which cannot be released until after a specific time) but you may not be on hand at the exact moment to send the email (eg late at night, in a meeting etc)? Write the email and use the 'Do Not Deliver before' option. In the open new email, go to View/Options.
3. How many times do you forget to attach a file? Make sure you always attach first then write the email message.
4. In Outlook, what's the fastest way to flag a message? Click on the message and then press the INSERT key.
5. In Outlook, how can I quickly page up and down through my messages? Open the first email and then use CTRL+> to move down and CTRL+< to move up.

Future events

An attendee at a recent **Smart Email Workshop** said:

"I thoroughly enjoyed your session - a great learning experience."

If you would like to attend a workshop - these are the dates:

4 November - Belfast

A seminar run in conjunction with CIPFA Northern Ireland - see: [CIPFA](#)

3 December - London

Our next open seminar - see: [Mesmo](#)

26 & 27 November - Manchester

Having found the London Crème show to be such a success we are delighted to be involved in **The Times Crème Executive Secretary and PA Event in Manchester**.

Monica will be presenting on both days of the event - Session 41 from 10.30 to 11.30 - see: [Crème Show Manchester](#)

Best wishes from all at Mesmo Consultancy