TO: COMM 2293 Students

FROM: COMM 2293 Instructors

DATE: September 19, 2018

SUBJECT: Assignment 2 Instructions

For Assignment 2, write a direct strategy adjustment email to a dissatisfied client.

**Who you are:** an administrative assistant at Coastal Events (refer to case scenario)

**Who your reader is**: Maxine Bergere, organizer of the 2018 Conservative Party of Canada Convention

**Background**: You received the following email from Ms. Bergere:

*The 2018 Conservative Party of Canada convention was held at the Halifax Convention Centre from August 23-25. As you may recall, on the Sunday morning, I discovered that a laptop and a projector were missing from one of the breakout rooms that was supposed to have been locked overnight. Only Coastal Events staff and I had keys to the room. I reported the situation to your security department and was told they would investigate and get back to me promptly, yet I have not heard from your organization. It will cost the CPC $3500 to replace the equipment. Please let me know immediately what steps you plan to take to resolve the matter.*

**Your task:**

1. Consult your case scenario for information about Coastal Events services and facilities. Create any other logical and realistic details necessary to process the claim.
2. Draft a direct strategy adjustment message to Ms. Bergere (maxine.bergere@cpc.ca)
3. Revise your draft(s) to ensure your message follows the instructions given here, in your COMM class, and on the checklist.
4. Submit your assignment to Turnitin as aWord file**.**

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| **Do not copy** content from any sources you might consult, including this handout and other COMM 2293 instructional materials; use your own words.Do not work with other students on this assignment. |

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| **Evaluate your own assignment using this checklist.****Message follows the three-part direct strategy*** informative subject line that reflects the main point expressed in the opening
* direct opening that states the purpose
* specific and relevant details in the body
* complete, forward-looking close

**Message gives a clear, complete information to the reader*** anticipates and provides sufficient, logical details to address the reader’s concerns
* maintains goodwill and positive tone throughout message

**Message uses a professional business style and presentation*** follows all the business style points taught so far
* uses complete sentences throughout
* uses correct email format
* uses full block format, with 2.5 cm margins on all sides, single spaced, readable 11- or 12-point font, and a ragged right margin (text **not** aligned along the right margin)
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