

E-mail Campaign: Subject Line

1. You're Seven Steps Away From More Productive Employees

Email Copy

Dear Mr. Smith,

Productive employees are ones who get regular feedback on their job performances. Why does this make a difference?

Find out in Quinlan Publishing Group's Dynamic audio conference on Tuesday, November 9, 2004:

"Seven Steps To More Effective Performance Evaluations"

Most employees do certain tasks well and have to work on improving others. But the *way* you tell someone what he or she needs to work on is important. It's all in the delivery.

Better employees aren't perfect — they just work harder at improving problem areas. And the reason they're so willing to do this is probably because their employer did a good job during the performance evaluation.

So, what's the best way to conduct performance evaluations? Our audio conference can show you how...in under one hour!

"Seven Steps To More Effective Performance Evaluations"

Audio Conference Highlights

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- Understand how good performance evaluations can help your company — and how bad ones can hurt it.
- Learn the responsibilities of both parties — during a good performance evaluation, you *and* your employee will each do 50% of the talking.
- How and what to prepare *before* the evaluation meeting.
- How to conduct the meeting — dos and don'ts.
- Become aware of the many "rating error" pitfalls — and how to avoid them.
- Legal considerations — what you need to know.
- Learn three specific points that can lead to performance evaluation success.

Audio Conference Speaker

Join our featured speaker, Linda L. Bailey, Senior Professional in Human Resources (SPHR), of Bailey Consulting Group, Inc. Ms. Bailey has over 20 years of experience as a human resources generalist. She is a consultant, speaker, trainer, and teacher on many HR issues. Her philosophy is a simple one: Help employers avoid needing employment lawyers. As a member of the Society of Human Resource Management (SHRM) since 1979, she holds their highest certification as an SPHR. Ms. Bailey is also a member of the teaching faculty of the Division of Professional & Workforce Development at the University of South Florida where she teaches a number of courses in the human resources field.

PROGRAM MATERIALS

We'll provide you with program materials five (5) days prior to the conference. You can download these materials from our website. We'll email you the link and directions. Please allow plenty of time for downloading the material — we suggest one or two days before the conference.

Date: Tuesday, November 9, 2004

1:15pm to 2:15pm EST
12:15pm to 1:15pm CST
11:15am to 12:15pm MST
10:15am to 11:15am PST

COST

Cost is \$169.00 per listening site. Use a speakerphone and invite as many people as you want to listen in – *at no extra charge to you!*

Worried that you'll miss something while you're listening in? No problem! We offer a CD package, too. Cost for the audio conference and CD is \$199.00. Shipping and taxes are included.

Call 1-800-229-2084 to reserve your space now, or visit our website <http://www.quinlan.com/> and click on Audio Conferences.

Best wishes,
Publisher