



# HOW TO WRITE BETTER ADVOCACY EMAILS

Presented by Andras Baneth



# Before we start... **SOUND CHECK!**

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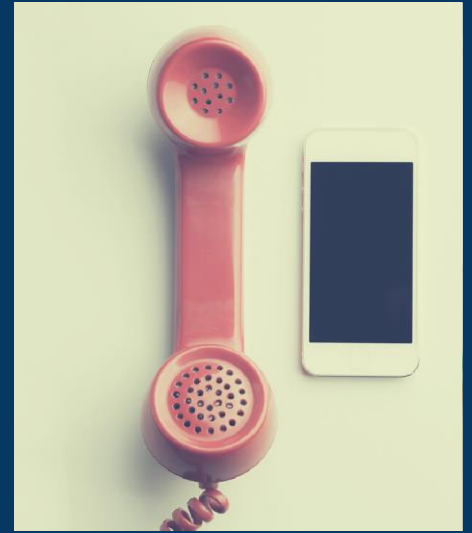
**Please test your sound: Can you hear me speaking?**

**IF your sound is not working:**

- Make sure your speakers / headphones are properly plugged in and the volume is on.
- Try logging out of the webinar and logging back in.
- Try a different browser (Explorer, Chrome, Firefox).
- If you are joining from an office computer, firewalls could be preventing you from participating.
- You can access the webinar on your smartphone via the link posted in the Chat Box and Room ID.

# WHY TALK ABOUT EMAILS?

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## **#1 BUSINESS COMMUNICATION TOOL**

(even in the age of Slack,  
Teams, Whats App etc.)

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COMMUNICATION  
TOOL**

(even in the age of Slack,  
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**WRITTEN  
COMMUNICATION CAN  
BE HIGHLY EFFECTIVE  
FOR PERSUASION**

# WHY TALK ABOUT EMAILS?

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## **#1 BUSINESS COMMUNICATION TOOL**

(even in the age of Slack,  
Teams, Whats App etc.)



## **WRITTEN COMMUNICATION CAN BE HIGHLY EFFECTIVE FOR PERSUASION**



## **PRODUCTIVITY GAIN**

# WHY TALK ABOUT EMAILS?

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**#1 BUSINESS  
COMMUNICATION  
TOOL**

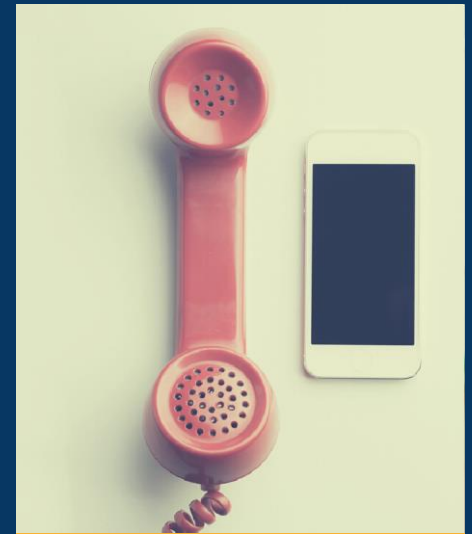
(even in the age of Slack,  
Teams, Whats App etc.)



**WRITTEN  
COMMUNICATION CAN  
BE HIGHLY EFFECTIVE  
FOR PERSUASION**



**PRODUCTIVITY  
GAIN**



**IT WILL HELP YOU  
COMMUNICATE BETTER  
IN ALL OTHER  
CONTEXTS**



**The "only"  
question to ask...**

---

**WHAT IS THE  
#1 PURPOSE  
OF MY  
MESSAGE?**



**The "only"  
question to ask...**

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- Inform / update / news (FYI)



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- Invite or ask for meeting



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- Invite or ask for meeting
- Apologise or fix a problem



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**WHAT IS THE  
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- Inform / update / news (FYI)
- Invite or ask for meeting
- Apologise or fix a problem
- Brainstorm / decide / organise



**The "only"  
question to ask...**

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**WHAT IS THE  
#1 PURPOSE  
OF MY  
MESSAGE?**

- Inform / update / news (FYI)
- Invite or ask for meeting
- Apologise or fix a problem
- Brainstorm / decide / organise
- Specific action needed (e.g. signature)

# THE SUBJECT LINE

---



# THE SUBJECT LINE

---



**MOST IMPORTANT INFO FIRST  
(FYI, INVITATION, INPUT NEEDED...)**

# THE SUBJECT LINE

---



**MOST IMPORTANT INFO FIRST  
(FYI, INVITATION, INPUT NEEDED...)**

**MAX 5-6 WORDS**

# THE SUBJECT LINE

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**IF NEW TOPIC, CHANGE THE SUBJECT LINE**

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**IF URGENT, BE CLEAR ABOUT IT (OR ADD DEADLINE)**

# THE SUBJECT LINE

---



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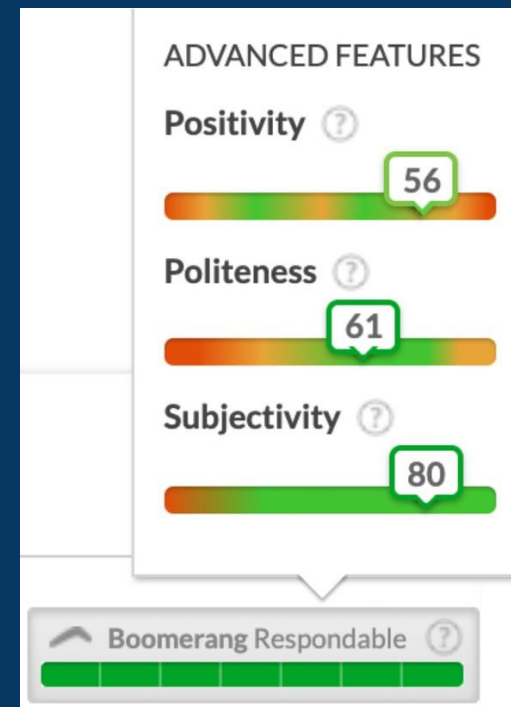
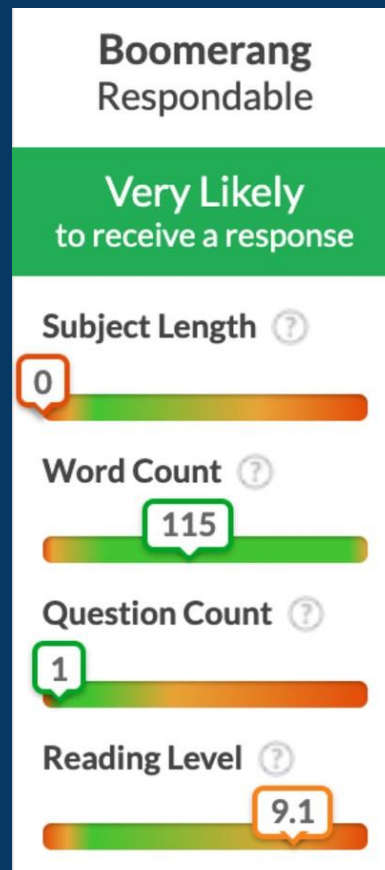
**MAX 5-6 WORDS**

**IF NEW TOPIC, CHANGE THE SUBJECT LINE**

**IF URGENT, BE CLEAR ABOUT IT (OR ADD DEADLINE)**

**CC, BCC RULES**

# ANALYSE YOUR EMAIL



# Is this a good email...? Why?

Subject: Stakeholder conference invitation

Mr. Smith,

I'm contacting you on behalf of XY regarding the upcoming 'The future of healthcare post-COVID-19' conference.

We'd like to invite you to address the topic of 'What does the European Commission do to foster cooperation among member states?'.

I understand you'd need to have the invitation cleared by your hierarchy, but we'd very much need to receive a reply within a week.

The event will take place online, using GoToWebinar, on 9 December. We very much hope you can accept our invitation.

Thank you in advance,  
[name]

# THE BODY

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# THE BODY

---



**OPENING (DEAR, 1ST NAME ONLY, HI)**

# THE BODY

---



**OPENING (DEAR, 1ST NAME ONLY, HI)**

**APOLOGISE VS THANK THEM**

# THE BODY

---



**OPENING (DEAR, 1ST NAME ONLY, HI)**

**APOLOGISE VS THANK THEM**

**REFERENCE TO PREVIOUS EXCHANGE (IF ANY)**

# THE BODY

---



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**WHEN ASKING A QUESTION (STANDALONE + QUESTION + SCOPE)**

# THE BODY

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**OPENING (DEAR, 1ST NAME ONLY, HI)**

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**REFERENCE TO PREVIOUS EXCHANGE (IF ANY)**

**WHEN ASKING A QUESTION (STANDALONE + QUESTION + SCOPE)**

**HOW MANY HYPERLINKS**

# THE BODY

---



**SHOULD YOU BOLD OR UNDERLINE**

# THE BODY

---



**SHOULD YOU BOLD OR UNDERLINE**

**TITLES, BULLETS, NUMBERING, @**

# THE BODY

---



**SHOULD YOU BOLD OR UNDERLINE**

**TITLES, BULLETS, NUMBERING, @**

**CAREFUL WITH RELATIVE DATES (TOMORROW ETC.)**

# THE BODY

---



**SHOULD YOU BOLD OR UNDERLINE**

**TITLES, BULLETS, NUMBERING, @**

**CAREFUL WITH RELATIVE DATES (TOMORROW ETC.)**

**NEWSLETTER VS 'PERSONAL' EMAIL (E.G. MAIL MERGE)**

# THE BODY

---



**SHOULD YOU BOLD OR UNDERLINE**

**TITLES, BULLETS, NUMBERING, @**

**CAREFUL WITH RELATIVE DATES (TOMORROW ETC.)**

**NEWSLETTER VS 'PERSONAL' EMAIL (E.G. MAIL MERGE)**

**SIGN-OFF AND SIGNATURE**

# CASE STUDY #1

## The Event Invitation Email

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# SAMPLE 1/2: EVENT INVITATION #1

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SUBJECT: Invitation as keynote speaker – European Digital Advocacy Summit (9- 10 Dec 2020)

Dear [name],

I'm contacting you on behalf of the Public Affairs Council's European office to invite you as a keynote speaker on 26 November at a conference entitled Digital Advocacy Summit, in Brussels.

As you may recall, our organization is the world's largest non-profit association for public affairs professionals with over 700 member companies, consultancies and trade associations worldwide.

# SAMPLE 1/2: EVENT INVITATION #1

---

SUBJECT: Invitation as keynote speaker – European Digital Advocacy Summit ( 9 - 10 Dec 2020)

Dear [name],

I'm contacting you on behalf of the Public Affairs Council's European office to invite you as a keynote speaker on 26 November at a conference entitled Digital Advocacy Summit, in Brussels.

As you may recall, our organization is the world's largest non-profit association for public affairs professionals with over 700 member companies, consultancies and trade associations worldwide.

The Digital Advocacy Summit will look at trends and best practices in using digital tools for advocacy, lobbying, intelligence gathering and analysis.

We'll have speakers from the European Commission, Transparency International, LinkedIn, Reuters, VELUX and many other well-known companies and organizations.

We'd be delighted if you can accept to open the event, covering the topic of "Data is the new oil".

The detailed agenda is available at: [\[link\]](#)

# SAMPLE 2/2: EVENT INVITATION #1

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*continuation of email*

>>>

If you are able to join our event, we'd request you to give a 30-minute presentation, followed by a Q&A of 20 minutes.

I fully understand if you are unable to accept this invitation. Should that be the case, I still hope you could perhaps designate a member of your team instead.

You are welcome to attend the full conference, and we'd be glad to welcome a client/colleague/associate of yours as well.

Do you think you can accept the above invitation?

I'd be happy to discuss the next steps with you.

Thank you in advance and best regards,

Andras Baneth

# SAMPLE 1/2: EVENT INVITATION #2

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SUBJECT: Panel speaker invitation - 20 Nov (Tue)3pm

Dear [name],

Hope you and your family are doing well, and you can still get some work done with your team despite the dire circumstances.

We spoke with a few of our members, and it seems everyone is looking for ideas on how others address this 'new normal'.

My invitation/question: Would you be open to sharing with others [..] ?

We know that there are no 'correct answers', but pooling different perspectives can help good ideas flow.

*Continued on next slide >>>*

# SAMPLE 2/2: EVENT INVITATION #2

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*continuation of email*

>>>

The format we had in mind is the following:

- Video call via Zoom with speakers' live feed visible
- No PPT or other visual material, so only minimal preparation is required from you
- Participants mainly from Europe
- Introduction from me and welcoming participants: 5'
- Each panelist shares their insights, experience and ideas: 5' each
- Questions from me and participants after each panelist speaks: 5'
- We're planning to have 4-5 virtual panelists
- Final Q&A
- Total time approx. 60'
- The webinar will be free to all members (paid for non-members)

Ideally, we'd like to run this event on [...]. Timing during the day would depend on what works for the panelists.

Do you think you could accept this invitation? We'd be so glad if you did.

Many thanks,

Andras

A top-down view of a workspace. A hand is typing on a silver laptop keyboard. To the left is a white cup of yellow tea on a gold-rimmed saucer. Next to it is a green notebook with a gold spine. In the background, a laptop screen shows an email inbox. A white text box with a thin border is centered over the image, containing the title in orange text.

# CASE STUDY #2

## The Meeting Request Email

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**SAMPLE:**

## Meeting request email

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Dear [REDACTED],

I hope you and your loved ones are safe and doing well. These last few months have been challenging around the globe and your relentless work has been integral to protecting communities and businesses across Europe. I would like to congratulate you for the impressive work undertaken by the [REDACTED] in these disruptive times.

Allow me to shortly introduce myself as the [REDACTED]

[REDACTED]  
[REDACTED] I am responsible for [REDACTED]

transformations. I would be very interested to exchange views and perspectives on the Presidency's goals in the financial sector and how [REDACTED] insights could best support the Presidency's efforts in [REDACTED], taxation as well as anti-money laundering.

At [REDACTED] we are committed to supporting businesses and governments in building safer economies that are sustainable, inclusive and resilient. Our goal is to create long-term value, by combining cutting-edge digital tools, commitment to high quality and focus on long-term value creation in all our work streams. Moreover, we are fully committed to enhancing tax certainty and taking purposeful action to play a more active role in fraud detection and prevention.

Being based in [REDACTED] and given the current situation of travel restrictions, I would be grateful for the opportunity of a virtual meeting at your earliest convenience in the next few weeks.

Please find the identification number for our organization in the transparency register here: [REDACTED].

I look forward to hearing from you soon.

Kind regards,

**SAMPLE:**

**Revised  
version**

---

Dear [name],

I hope you and your colleagues are doing well despite these challenging times.

On behalf of XY Company (Transparency Register #XX), I'd like to request a meeting to discuss topics related to taxation and anti-money laundering measures, and to offer our contribution to the Presidency's work on financial services.

At XY, we've been covering these important policy areas for five decades, and our experts from 140 countries have a unique perspective on global trends and their impact on the Internal Market.

As Global Partner, I, personally, have been working on these matters for 30 years, serving multinational clients, and I'd be more than happy to share a few insights with your colleagues.

*Full email on next slide >>>*

**SAMPLE:**

**Revised  
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I hope you and your colleagues are doing well despite these challenging times.

On behalf of XY Company (Transparency Register #XX), I'd like to request a meeting to discuss topics related to taxation and anti-money laundering measures, and to offer our contribution to the Presidency's work on financial services.

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As Global Partner, I, personally, have been working on these matters for 30 years, serving multinational clients, and I'd be more than happy to share a few insights with your colleagues.

We fully support both the European Commission and the Presidency's priorities to help businesses and governments build sustainable, inclusive and resilient economies in the EU. Fraud detection and prevention are vital components of these efforts, and I trust that our perspective could add a lot of value to your ongoing legislative work in this field.

Due to the travel restrictions and safety measures, I'm wondering if you'd be available for a virtual meeting?

I'm flexible to adapt to your schedule, or if you have some open slots, my preference would be 23, 26 or 28 October between 10am-2pm Brussels time. A 30-minute discussion would be greatly appreciated.

Thank you in advance for your reply.

Best regards,

XY

p.s.: you may be interested to read our 2020 report on "[Economic Recovery After the Covid-crisis](#)" with input from Fortune 500 CEOs and market analysts

[signature]

A top-down view of a workspace. A person's hand is typing on a silver laptop keyboard. To the left of the laptop is a white cup of yellow tea on a gold-rimmed saucer. Next to the cup is a gold book with a red spine. In the top left corner is a gold, textured vase. The background is a white marble surface. A white rectangular box with a thin border is centered over the image, containing the title text.

# CASE STUDY #3

## Build rapport

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## SAMPLE:

## Follow-up after event

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Subject: RE: Virtual meeting with XY - thanks and further information

Dear MEP XY,

Please let me congratulate and thank you for your intervention at the EURACTIV webinar on "XY - Challenges and opportunities" this morning.

I found your analysis very clear, precise and impactful and I welcomed your statement that connectivity per se matters more than (the yet-to-come) Gigabit connectivity, as the COVID pandemic clearly showed.

Positions like yours will certainly induce EU institutions and MS' central and local authorities to identify and implement efficient and cost- effective ways to bridge the digital divide in remote and rural areas, and I am confident satellite broadband will be among them.

In this respect, I was also pleased to notice Commissioner Wojciechowski declared himself open to any initiative able to quickly improve the currently poor broadband coverage in some of these areas.

I remain at your disposal for any support or further information you may need, and I look forward to collaborating with you soon again.

Kind regards,

A top-down view of a workspace. A person's hand is typing on a silver laptop keyboard. To the left of the laptop is a white cup of yellow tea on a gold-rimmed saucer. Further left is a book with a gold cover. In the top left corner is a glass vase with a faceted pattern. The laptop screen shows an email interface with a list of messages on the left and a larger view of an email on the right. The text 'CASE STUDY #4' and 'Spot the mistakes' is overlaid in the center in a bold, orange font, with a horizontal orange line underneath the title.

# CASE STUDY #4

## Spot the mistakes

**SAMPLE:**

**How many  
mistakes  
can you  
spot?**

Jonathan Smith (DG ENV), Head of Unit, 22 Oct 2020

Mr. Smith,

I am contacting you behalf of Biotech Ventures Ltd., an Australian crop protection product manufacturer. We are present in Europe with a wide range of products.

We have been following EU legislative developments and noticed that the European Commission has proposed a revision of the law on maximum residue levels for pesticides.

It seems that certain issues related to crop protection need to be addressed so that no economic operator experiences any problems as a result of the revised legislation. We know that the European Parliament has been keeping a close eye on how this revision develops since it may affect global pesticide manufacturers from innovating and importing. This is because the way MRLs will be established can discourage European farmers from purchasing certain products due to a perceived lack of safety or reliability.

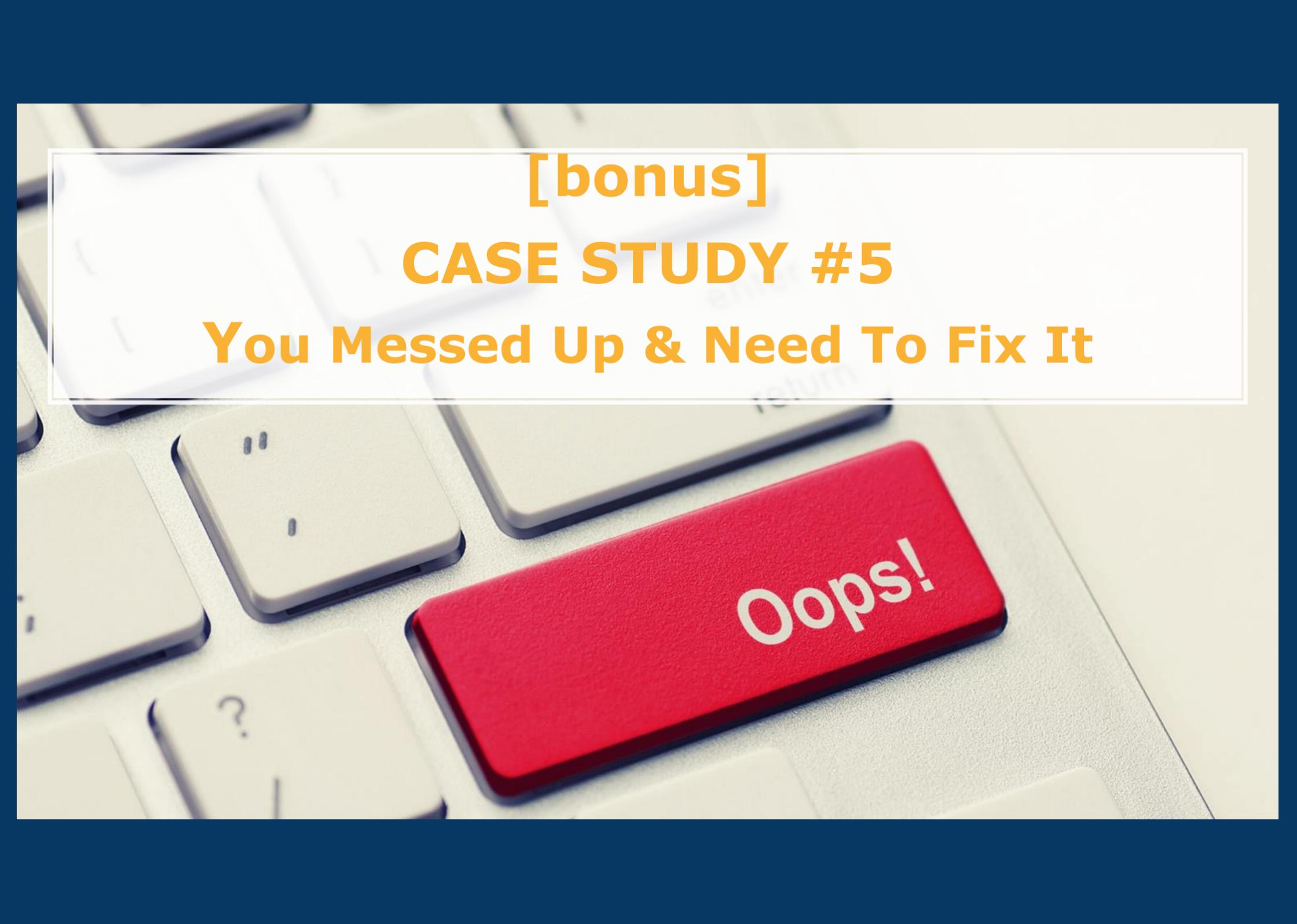
Our company is particularly concerned as many of our products would be not be authorised which can seriously harm our European business. Indirectly, this also means a potential loss of hundreds of jobs in our manufacturing facilities around the EU.

We are at your disposal to provide additional information on the above.

Please let us know a convenient time where we could meet to discuss this issue further.

Yours sincerely,

...



**[bonus]**  
**CASE STUDY #5**  
**You Messed Up & Need To Fix It**

**SAMPLE:**

**CRITICAL  
EMAIL**

---

SUBJECT: Major privacy issue

Hello All,

I'm very upset that you put my photo and bio on your event page and it's already showing up in web searches for my name, despite the fact that we agreed that you'd wait until I've received approval from my board to speak at your conference.

This puts me in a very uncomfortable position with my boss.

I want you to take it off as soon as possible. I may not be able to speak at your event as a result of this breach of trust.

I'm waiting for your confirmation and update asap.

Thanks,

[name]

**SAMPLE:**

**REPLY TO  
CRITICAL  
EMAIL**

---

Dear [name],

Thank you for bringing this issue to our attention. I fully understand how frustrating it must have been to find your name online despite our promise to you.

I'd like to reassure you that I'll personally and urgently take care of this matter.

It was in fact my mistake, in that I forgot to flag your name to our web team and let them know that it should not yet be published.

*Full email on next slide >>>*

## SAMPLE:

## REPLY TO CRITICAL EMAIL

---

Dear [name],

Thank you for bringing this issue to our attention. I fully understand how frustrating it must have been to find your name online despite our promise to you.

I'd like to reassure you that I'll personally and urgently take care of this matter.

It was in fact my mistake, in that I forgot to flag your name to our web team and let them know that it should not yet be published.

I've just sent an immediate request to the team to remove your name, photo and bio from the event page. I'll let you know as soon as that has been taken care of, most probably within 2 days.

We're also looking into ways to improve our internal communication to avoid this happening again.

Despite this unfortunate error, I sincerely hope you will still consider being a speaker at our event. Your insights and expertise would add tremendous value to the conference.

Thank you so much for your patience. I shall do my best to fix the issue quickly.

In the meantime, should you have any questions, I'm available via email or phone at any time.

Kind regards,

# How to reply to critical emails

## 7 STEPS...

---



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---

**#1**

**Reassure**

the person that  
you heard what  
they wanted  
to say.



# How to reply to critical emails

## 7 STEPS...

---

**#1**

**Reassure**

the person that  
you heard what  
they wanted  
to say.

**#2**

**Empathise**

with the feeling they  
expressed and take  
charge to fix  
the issue.



# How to reply to critical emails

## 7 STEPS...

---

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the person that  
you heard what  
they wanted  
to say.

**#2**

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with the feeling they  
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the issue.

**#3**

**Context**

of the situation,  
Always stay factual,  
truthful and never  
blame the  
client.



# How to reply to critical emails

## 7 STEPS...

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**#2**

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**#3**

**Context**

of the situation,  
Always stay factual,  
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client.

**#4**

**Action**

how to fix the  
problem. But don't  
over promise and  
under deliver.

# How to reply to critical emails

## 7 STEPS...

---

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the person that you heard what they wanted to say.

**#2**

**Empathise**

with the feeling they expressed and take charge to fix the issue.

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**Context**

of the situation, Always stay factual, truthful and never blame the client.

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**Action**

how to fix the problem. But don't over promise and under deliver.

**#5**

**Fix**

the problem by 'future proofing' it.

# How to reply to critical emails

## 7 STEPS...

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**Action**

how to fix the problem. But don't over promise and under deliver.

**#5**

**Fix**

the problem by 'future proofing' it.

**#6**

**Thank them**

for their patience.

# How to reply to critical emails

## 7 STEPS...

---

**#1**

**Reassure**

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**#2**

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**Fix**

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**#6**

**Thank them**  
for their patience.

**#4**

**Action**

how to fix the problem. But don't over promise and under deliver.

**#7**

**Expectations**

about the next steps. Keep your word!

# 10 THINGS TO REMEMBER...

## When Communicating With EU Commission Staff

### 10 Things to Remember When

## WORKING WITH EU COMMISSION STAFF

### 1. COMPLIANCE



COM staff value and must respect compliance with regard to financial, ethical and other rules/guidelines. These are valued above everything else which can greatly limit flexibility regarding your project, even if they personally would want to be flexible.

### 6. RISK AVERSION



COM staff place great emphasis on low risk solutions, i.e. creative marketing, event ideas or copywriting may get pushed back if they're considered too bold or may risk triggering a social media backlash, even if you are convinced they're excellent.

### 2. HIERARCHY



Be mindful of the multiple layers of hierarchy in the COM, which has a major impact on various aspects of your work:

**a. Approval:** There are multiple steps and layers within the approval process by various managers / department heads, which will impact deadlines/feedback. Do not expect a 24-hour turnaround for issues involving significant budget implications, or internal political discussions, or project scope change.

**b. Chain of command:** Circumventing a project manager and going straight to their head of unit, or director, may not go down well if an official feels they're sidelined, especially if you have a dispute or conflict with that person. Don't antagonise anyone unnecessarily.

**c. CCing:** Think twice when to cc (or not) a manager/staffer, especially if your message is critical of someone or something.

### 7. VISIBILITY



Most COM officials want more recognition and visibility, but when praising/thanking someone, you may wish to give credit to their superiors as well (to avoid jealousy by putting the staffer in an uncomfortable situation). On the other hand, COM officials need to get prior approval when their name appears in a publication outside the scope of their work.

### 8. TRANSPARENCY



Most of your emails and written communication, including meeting notes, will be recorded/archived, and may be disclosed to the public under a Freedom of Information request. So choose your words/comments/commitments carefully.

### 3. UNEQUAL PARTNERSHIP



You're a service provider which expected to follow the COM's instructions, even if your ideas/solutions are objectively better. Don't try to assert yourself above your client, but remain assertive in your communication.

### 9. DIVERSITY



COM staff come from 28 countries (even after Brexit), and their cultural background/diversity has a major impact on their values, communication style, deadlines, and expectations towards service providers like you.

### 4. LEGITIMACY



The COM is struggling with a legitimacy crisis among many EU citizens. It's trying hard to do the right thing and what's popular, but these two often do not overlap. If you help them with this challenge, they'll be forever grateful (and award you more projects).

### 5. MOTIVATION



At the kick-off meeting, try to understand the core motivation of your COM account manager(s), and remember:  
"You can get anything in life that you want, if you help others achieve what they want."

### 10. MESSAGING



**a. Channel:** be mindful of the communication method or channel you choose, depending on the type of communication and the desired outcome:

- For **controversial issues** (phone calls or meetings are best followed by a brief written memo to confirm what has been agreed)
- For **open-ended complex questions or late morning phone calls or meetings** are best with action items or minutes needed
- To share **updates or exchange information**, email with minutes/updates is best. Try to keep your email short, concise and to the point. You are more likely to receive a response in a more timely manner if they can read, review and address our requests quickly.

**b. Proactivity:** open-ended questions in an email may take a long time to get answered, so rather anticipate and mean A&C connection in your email so it's easy for the recipient to decide. No matter what problem arises, propose **low-risk solutions** to save them mental effort (and cut the time you need to wait for their response).

**c. Empathy:** anticipating objections or reservations, and addressing them upfront can go a long way in getting buy-in. Instead of exchanging too many emails back-and-forth (e.g. "I understand you might disagree with this approach because it's too costly. On the other hand, it saves significant amounts in the medium-term").

**d. Language:** ok, but don't demand "I'd be grateful to receive" or "Can you please send me". Whenever possible, say "thank you" instead of "apologizing" ("Thank you for your patience regarding my reply").

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**QUESTIONS PLEASE**

# THANK YOU FOR PARTICIPATING

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Connect with me on  
Linkedin, or email  
[abaneth@pac.org](mailto:abaneth@pac.org)

