

TO: COMM 2293 Students
FROM: COMM 2293 Instructors
DATE: October 3, 2018
SUBJECT: Assignment 3 Instructions

For Assignment 3, write an indirect AIDA strategy letter.

Who you are: the administrative assistant at Coastal Events, Ltd. (refer to case scenario)

Who your reader is: Hassan Yussuff, president of the Canadian Labour Congress union

Background information: The Canadian Labour Congress, which represents approximately 3.3 million workers, is the largest labour union in Canada. Every three years, it holds a convention for delegates from each region of Canada, with the next convention scheduled for the spring of 2020. Your supervisor, Cameron Davis, has asked you to write a letter to union president, Hassan Yussuff, persuading him to hold the 2020 Canadian Labour Congress convention in Halifax at the new convention centre.

Your task:

1. Use the sources posted on Brightspace (as well as any other reliable sources you may find) to research the Canadian Labour Congress and its potential convention needs. You should also research the benefits of hosting conventions at the Halifax Convention Centre and in Halifax generally.
2. Using the AIDA strategy in Chapter 10, draft an indirect strategy letter to Mr. Yussuff persuading him to hold the 2020 Canadian Labour Congress convention at the Halifax Convention Centre.
3. Revise your draft(s) to ensure your message follows the instructions given here, in your COMM class, and on the checklist on the reverse side of this page.
4. Submit your assignment to Turnitin.com as a Word file.

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.

Evaluate your own assignment using this checklist.

Message follows the indirect (AIDA) strategy

- ☐ gains attention in opening statement without revealing the purpose
- ☐ builds sufficient interest before making request (main point)
- ☐ states requested action
- ☐ reduces resistance and builds desire in the reader
- ☐ motivates action with an easy next step

Message gives clear, complete information to the reader

- ☐ bases persuasive argument on case scenario and researched information
- ☐ uses specific, researched evidence to support your argument
- ☐ organizes information logically and coherently
- ☐ tailors all information (facts, reader benefits, counter-arguments) to meet the specific information needs and concerns of the reader
- ☐ introduces all paraphrased and quoted information from sources with an informative signal phrase

Message uses a professional business style and presentation

- ☐ follows all the grammar and business style points taught so far
- ☐ uses correct letter 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
- ☐ limits message to one page (without shrinking print size or margins)