**Memorandum**

**Definition**

A memorandum, more commonly known as a memo, is a short message or record used for internal communication in a business. Once the primary form of internal written communication, memorandums have declined in use since the introduction of email and other forms of electronic messaging; however, being able to write clear memos certainly can serve you well in writing internal business emails, as they often serve the same purpose.

Memos can be used to quickly communicate with a wide audience something brief but important, such as procedural changes, price increases, policy additions, meeting schedules, reminders for teams, or summaries of agreement terms, for example.

An effective memo, wrote Barbara Diggs-Brown, is "short concise, highly organized, and never late. It should anticipate and answer all questions that a reader might have. It never provides unnecessary or confusing information." ("The PR Styleguide," 2013)

Be clear, be focused, be brief yet complete. Take a professional tone and write as if the world could read it—that is, don't include any information that's too sensitive for everyone to see, especially in this age of copy and paste or "click and forward."

**Format of Writing Memo**

Start with the basics: to whom the article is addressed, the date, and the subject line. Start the body of the memo with a clear purpose, state what you need the readers to know, and conclude with what you need readers to do, if necessary. Remember that employees may just skim the memo upon receipt, so use short paragraphs, subheads, and where you can, use lists. These are "points of entry" for the eye so the reader can refer back easily to the part of the memo that he or she needs.

Don't forget to proofread. Reading aloud can help you find dropped words, repetition, and awkward sentences.

**Types of Memo**

1. **Request Memo**

The objective of a request memo is to gain a favourable response to a request. The memo must be written in a convincing way. In a request memo,

1. The request should be clearly stated
2. The reasons for the request should be presented.
3. All expenses should be justified.
4. Recommendations for action should be presented.
5. Throughout the memo tact and diplomacy should be used.
6. **Confirmation Memo**

A confirmation memo is designed to confirm in writing something that has been agreed to verbally. Consider, for example, the sales manager who promises to provide sales coverage to six more cities if the general manager provides him with three additional salespeople.

When the general manager and the sales manager agree on this plan of action, it is common to find the general manager confirming this agreement with a memo.

A confirmation memo should be:

1. Specific regarding the major points that were discussed and verbally agreed upon.
2. Enumerate the major points to emphasize them and allow easy reference to them in future discussions.
3. Encourage feedback on any misunderstood or unclear points.
4. **Periodic Report Memo**

Periodic report memos – monthly cost control reports, quarterly sales reports – are submitted at regular intervals. Since these memos are written frequently, they are designed and pre-printed so that the writer can complete them quickly.

1. **Ideas and Suggestions Memo**

Sometimes memos are used to convey ideas or suggestions. Very often managers ask subordinates for suggestions for tackling certain problems. In such instances, an ideas and suggestions memo is required.

This memo should:

Write directly – the manager would not have asked for ideas unless he thought the writer had something to offer.

1. Begin with positive comments about the current situation (no one likes to be shot down), and then tactfully present suggestions for change.
2. Group ideas according to subject and use headings to highlight them.
3. Be specific and don’t stray off the point.

**Sample Memo (Meeting)**

To: Trade Show Team

From: C.C. Jones, Marketing Supervisor

Date: July 10, 2018

Subject: Trade Show Return Meeting

Upon your return to work Friday, July 20, from the trade show, let's plan a noon lunch meeting in the east wing meeting room to go over how the show went. Let's plan to discuss what worked well and what didn't, such as:

* Number of days in attendance
* Amount and types of marketing materials provided
* Booth Displays
* How the giveaways were received

I know that when you get back from a trade show you have a million things to follow up on, so we will keep the meeting to 90 minutes or less. Please come prepared with your feedback and constructive criticism on the marketing aspects of the show.