



Writing Skills for PR

A one day course that will enable you to write press releases and features in an editorial style that will raise your organisation's profile. The focus is on helping people who write PR material better understand the needs of reporters and editors when they are selecting and presenting their stories. You will learn how to make your press release the one in a hundred that gets into print, and how to be creative with ideas so you can expand them into full length features.

Programme

The conflicting priorities of organisations vs the press

- What the press want from a press release
- What the client wants from a press release
- The tightrope-walking act of trying to please both - and why it's important to get the balance right

How to write a successful press release

- Different types of press release
- News and features - the importance of understanding the difference in writing styles
- Writing news intros - a formula that works every time
- Case histories - the good, the bad and the downright dreadful (examples of good and bad releases for discussion)
- Common errors in press handouts
- Eye-catching headlines - what works and what doesn't
- Every picture tells a story - caption writing that counts
- The must-have list every good press release should have

How to make writing as easy as speaking

- Writing fast, writing fluently
- Taking the struggle out - putting the fun in
- Identifying the roots of writers' block - and banishing it for ever
- Accessing your creativity - it's easier than you think
- Understanding the psychology of the writing and editing process
- Step by step to achieve sparkling copy

How to write fascinating features

- Finding ideas for features
- Fabulous formats – different types of features you can use to ring the changes
- Researching the style of your target market
- Understanding what the editor wants
- Making contact
- Writing an informative synopsis
- Making your copy more active and dynamic
- Don't rush into editing
- How to revise when the time comes



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Making a start

- The nuts and bolts of a well-written feature
- Writing the intro – easy formulas for success
- Tips and techniques to get your story up and running
- Structuring your feature
- Making order out of chaos
- Links and transitions – the secret of getting your feature to flow
- Common sense approaches when all else fails

Collecting your information

- Taking the brief
- What the M.D. wants to tell you and what else you need to know
- Interviewing secrets of the top journos
- How to identify good quotes - and why they can be the life and soul of your story
- What makes a dreary, disappointing or unusable quote
- How to get great quotes and why you as the writer should never make them up yourself

Who should attend?

The workshop is for anyone who is new to writing for PR or wants to re-cap on the special techniques needed for writing press releases, editorial features and advertorials. The day includes plenty of hands-on exercises and feedback, and is ideal for in-house people working in a marketing, publicity or public relations role. Equally suitable for middle and senior managers or anyone with a story to tell who wants to raise their profile by getting into the press. Particularly recommended for participants who until now have found writing to be a struggle. All delegates will come away with a lot more understanding of how to inject fluency, flow and creativity into their writing style.

Course Leader

Judi Goodwin comes from a background of journalism, PR and radio broadcasting. She currently works as a freelance feature writer and trainer. She has been a regular contributor to The Daily Telegraph, The Radio Times, the Manchester Evening News and BBC Woman's Hour. She is an Approved Trainer for the CIPR and an NLP Practitioner. Her client list includes the University of Manchester, the NUJ, IPC Magazines, Lloyds/TSB, Communicators in Business and Quinetic.

Maximum number of delegates: 10

Cost: 1.5 units

To register please email our Training Co-ordinator on registrations@thelearningcollaboration.com