Creative Writing in a Commercial World

media training

enquiries@mediatraining.ltd.uk 020 7359 9855 www.mediatraining.ltd.uk

Course description

Many of us enjoy the creative possibilities of writing. All too often however the writing we have to do in our work - from memos to marketing material, corporate newsletters, sales information or web copy - can seem dull, lifeless and far from creative. This course offers practical exercises, advice from industry experts and tips and techniques to develop confidence in your powers of self-expression and harness that creativity in your line of work. Bring along some examples of your own work - and a sense of fun...

Course information

Course duration

One day

Course cost

Public scheduled course: £325 plus VAT per person.
This course runs as a public scheduled course on a regular basis.
Please call 020 7359 9855 or visit www.mediatraining.ltd.uk for dates.

Private course costs: £495 plus VAT for individual tuition.
Please call for prices for private groups of two or more.

Course location

We have two fully equipped training centres in central London; one is in Highbury and Islington (one stop from Kings Cross) and one next to Waterloo station.
We can also run courses onsite at your offices if you prefer.

Pre course requirements

There are no pre course requirements.

Post training support

The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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Self-expression
- A series of exercises to awaken your writing potential
- Examples of effective creative writing
- How you can reflect your personality - and the personality of your organisation - through words
- How different words project different personalities
- Generating ideas
- Brainstorming techniques

Restriction means freedom
- Why working within tight limitations can widen your horizons

Keeping it concise
- The art of cutting words to expand your message
- How to spot unnecessary words, sub-clauses, sentences and paragraphs
- How to tighten a message so that every word really counts

Coping with deadlines
- How to be creative against the clock

Overcoming writer's block
- Techniques for breaking the log jam when ideas and words don't come easily

Seeking attention
- Headlines and intros to grab your readers' attention

Writing for an audience
- Knowing who your audience is and how to tailor your message in ways which mean you connect directly with them

Formats and structures
- Order your words to maximise their effect
- The lessons of journalism and the structures news and features writers use
- How to pick a structure that suits your message - and your audience

Practical exercises

Questions and answers