

# Writing for Internal Publications



media training

enquiries@mediatraining.ltd.uk

020 7359 9855

www.mediatraining.ltd.uk

## Course description

Good internal communication is an essential part of any successful communications strategy. Relaying information to other members of staff in an interesting, easy to absorb way can be a challenge. In this course you'll learn how to write interesting, informative articles for in-house magazines and newsletters that people will actually want to read.

Feel free to bring along a copy of your own in-house magazine or newsletter if you wish.

## 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](http://www.mediatraining.ltd.uk) for dates.

**Private course** £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, a course book to take away, a certificate and six months telephone Helpline support.

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## **Introduction**

- The importance of company news
- What do people actually want to read?

## **Style and tone**

- What is the primary message?
- Formal vs informal
- Selecting a style and tone
- Creating eye catching headlines

## **Industry and company news**

- Making internal news interesting, relevant and readable
- Potential news ideas - awards, diary events, industry trends, appointments
- Making information come alive

## **Feature writing**

- Choosing topics for features
- How to structure features
- Keeping features on-message

## **Reporting on company events**

- What to include and what to exclude
- The importance of photography
- Using photos to increase your readership
- Reporting on events
- Using interviews and quotes
- Involving your audience

## **Writing newsletters**

- The look and feel of your newsletter
- Prioritising news and information for your readers
- Getting the right balance between industry news, company news and features/interviews
- Regular columns
- Encouraging feedback and involvement from readers

## **Feedback**

- Measuring reader response
- Measuring how successful your communication has been

## **Questions and answers**