

How to Write Effectively



media training

enquiries@mediatraining.ltd.uk

020 7359 9855

www.mediatraining.ltd.uk

Course description

This course is designed to help you deliver a message clearly, concisely and effectively - whatever the format. The course offers practical lessons and valuable guidance on how to write forms, reports, leaflets, online messages, direct marketing, contracts, sales letters and email. You will develop your own style of writing and hone those skills allowing you to convey the maximum information in the minimum space.

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 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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Good communication

- How clear writing leads to effective communication
- Practical examples of effective writing

Who you are writing for?

- Gauging your audience and adjusting your style of writing to their needs
- Developing a house style
- Getting a clear brief on the message your client needs to get across and what the desired response is
- Case study analysis

Getting grammar, structure, punctuation and spelling right

- Common errors and how to avoid them
- Inherent problems with computer's spelling and grammar checkers
- The impact of different tenses: using the active and passive tenses
- Sentence length and structure
- The importance of consistency

Building a message

- Planning what you wish to write
- Different styles of message and formats
- Structuring reports, emails, news stories and features
- Introductions and conclusions
- Getting to the point
- Using quotes effectively

Writing online copy

- The differences between print and online reading habits
- Writing copy you can skim
- Making your copy searchable

Editing and proofing

- How to edit your own writing
- Tightening copy, making every word count
- Verb and subject agreement
- Proofreading your work

Practical exercises

- Writing and critiquing an article
- Developing your own voice on the page

Questions and answers