

PUBLIC RELATIONS WRITING SKILLS



PRICE

£395 [£345 PRCA/CIPR]

LEVEL

Intermediate

DURATION

One day course

MAXIMUM CLASS SIZE

Eight delegates

WHO SHOULD ATTEND?

People in their first years of PR or those adapting their writing or marketing skills for the discipline.

Learn to use the main written PR formats. This small class includes supervised exercises and personal feedback.

Public Relations demands a variety of writing skills for different purposes. This course will equip you with an approach to writing that will help you work to deadlines and keep within budgets.

A practising PR writer will introduce you to the main PR formats through a blend of theory, case studies and exercises.

This is an intensive course which will give you close-up and personal time with the tutor.

DATES (2015)

16th March
16th April
14th May
6th July
14th September
4th November
14th December

WRITING FOR THE PRESS

- Understanding and targeting readers
- Press releases and media alerts
- Pitches to journalists and editors
- Case studies
- PR quotes
- News stories
- Features and other articles
- Commissioned/contributed articles
- Responding to enquiries
- Headlines and subheadings
- Addressing the public vs the media
- Creating and following a brief
- Following a publication's style

THE WRITING PROCESS

- A four step process that means you will never start at a blank page again

BOOKING

Call 0845 226 0210

Email enquiries@henshallcentre.com

ONLINE WRITING

- Principles of online copy
- Inverted pyramid style
- Adapting copy for the web
- Writing for social media
- Search engine optimisation

PR AND MARKETING

- Brand messaging structure
- Integrating messages with editorial
- Using voice, tone and style
- Picking up your clients' style
- Review and approval practices

GOOD WRITING PRACTICES

- Brevity, clarity and plain English
- Grammar and structure
- Replacing clichés and jargon
- Proofreading skills