

Effective Writing for PR

Good public relations relies on excellent writing to put your organisation on the map

From the Top

Public relations, when done well, is probably the most effective marketing communications tool. Think about how often you have read an article about an interesting product or service, by a respected journalist or reviewer, in a magazine or newspaper you trust. If the writer concludes that the product or service is good, and you are in the market for that very thing, then you are highly likely to buy it, aren't you? And so much more likely than if you had just seen the company's own advert for the same product or service.

Manufacturers and service organisations are prepared to do practically anything for good PR – look at the power of restaurant and theatre critics, who can make or break a new venture or production with a few taps of the keyboard.

Harnessing the Power of PR

You can harness the power of PR for your business or organisation as well - and it's not as difficult as it seems. The most common means of communicating news to the media is via the press release. This is usually no more than a single side of paper, so it needs to be brief and to the point. Good PR therefore starts with strong, effective writing and if it is presented in the way editors and journalists prefer, you stand a good chance of your press release or article being used in the sort of medium that can do you some real good. In this workshop, you will learn how to write quickly and convincingly, avoiding common pitfalls and producing inviting, inspiring copy that journalists will want to use.

This workshop will benefit PR agency executives and managers, in-house PR people and anyone in business who wants their news or story to be covered in the media. The two-part course is practical and interactive and participants are encouraged to bring any current work with them.

Part 1: Effective Writing: Press releases and press materials

Preparation

- The basic structure of a successful press release
- Layout and appearance
- The six ingredients of a good press release
- Sending it out
- Selling it in

Part 2: Effective Writing: Bylined articles and editorial

Preparation

- The basic structure of an interesting article
- Tips and ideas to keep your writing fresh
- How to keep your readers' attention
- Structure
- Style
- Editing

This course is just the place to sharpen up your writing skills so you can turn out hard-hitting, compelling copy that will give your PR effort a real boost. Sign up today and become a master of the written word.

The cost of the course includes all refreshments, as well as a hot à la carte lunch. You will also receive a certificate of attendance and a complete pack of course materials.

Our Philosophy

Courses and workshops from Indiquo are designed to engage and entertain, as well as inform – that's how we can promise to make what can seem to be the duller subjects interesting. Our trainers have real-world experience at all levels of the organisation, so they speak your language and understand your issues and problems. And because they have 'been there and done that', they know how to get straight to the heart of every subject.

Our trainers ensure they keep right up to date with cultural and procedural changes in office life by engaging closely with course participants and building relationships with workshop attendees that endure long after the courses are over.