

Creative Writing for Publications

How many of the articles, websites or publications that cross your desk every day hold your attention and captures your imagination? This half-day workshop on writing creatively for features, business publications and websites will teach you the skills for producing effective and imaginative copy. The course will explain the golden rules for creative writing, the use of good vocabulary and how to research and write powerful case studies that attract attention and ultimately get published.

The course will explain the different writing styles and how 'authors' can achieve the right voice and tone for their intended audience. Delegates will learn different skills and techniques to capture reader's attention from the first paragraph, including use of quotations, statistics and analogies. The course will also concentrate on communicating key news and sales messages in different ways.

Course Outline:

- Guidelines for creative writing – the golden rules
- Voice, tone and vocabulary – how to reach different audiences
- Feature writing - dropped intros, quotations and analogies
- Researching and writing powerful case studies
- Creative writing for websites
- Editing – the tools to sharpen up copy and write to length

Target Delegates:

- Anyone responsible for preparing newsletters, articles, brochures, features and website copy
- Anyone tasked with raising the media profile to gain recognition for products, services or aims
- Marketing managers and executives and MarComs managers and executives
- This course is a follow on from Direct Input's 'How to produce effective PR copy course'

Duration: Half-day

Number of Delegates: 6

Tutor: James Filleul is a former news editor of BBC Jersey, where he managed a team of journalists and set the daily news agenda. He is now the Managing Director of Direct Input, a Channel Island PR and Training company, which runs specialist communications courses. James is a high-profile figure in the Island's business communities. He has hosted the annual Institute of Directors awards dinner, presented Chamber of Commerce debates and is a regular public speaker at a variety of corporate functions.