

## How to Produce Effective PR Copy

Writing effective copy is a real skill – and this half-day course will show you how to do it. Taught by highly experienced former journalists and trainers, delegates will learn how to write simply and effectively; they will be given insights into what a journalist actually requires from a good media release, and how to appeal to the reader of a newsletter, brochure or article.

Many companies rely on the written word for communicating with key stakeholders such as directors, staff, customers and the media. This course will give delegates the knowledge they need to make sure their writing is as effective as it can be, and then put them through a series of practical exercises designed to demonstrate what they have learned in realistic scenario.

It will suit anyone who writes on behalf of their company or organisation, and covers writing for media releases and newsletters. This course provides a thorough grounding in key skills and these can be developed by attending Direct Input's course: Creative writing for publications.

### Course Outline:

- How to write with clarity, confidence and consistency
- Guidelines for clear and succinct writing for all formats
- Understanding the media – what they want, when they want it, and how to provide it;
- When to use a media release, how to structure it, and what to include
- Producing effective newsletters – how to manage them from plan to publication

### Target Delegates:

- Anyone responsible for preparing media releases, newsletters, articles or brochures
- Marketing Managers, Executives and Assistants

**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.