

Now with
post-course e-learning
support worth £150

Press-release writing (remote/online training)

Creating sharp and compelling press releases that will get journalists' attention is key to gaining press coverage. It's a challenging skill, with many parts to master – but doing so will be hugely valuable to you and your organisation.

Getting press attention

This interactive and practical course – developed with both journalists and PR professionals – will show you how. You'll learn everything you need to write effective press releases, understand what journalists are looking for and employ strategies that will give you the edge.

We'll show you how to recognise ideas that truly qualify as news, and how to turn them into great stories.

You'll see how to craft succinct and readable content and write subject lines, headlines and intros that grab attention. You'll understand the vital components and structure every press release needs. And you'll discover the other crucial strategic steps you need to take, including planning media campaigns, building your contacts and liaising with the press.

Who will benefit

This course is ideal for you if you work in communications, marketing or PR, or if you've been tasked with writing press releases as part of your role.

And because this is online training, you can attend no matter where you are.

Live online training

We run this course remotely, using the latest web technology. That means you can attend from anywhere. All you need is a computer, a headset and stable internet access.

Learning online is always going to be different from learning in person. So we've carefully designed our remote sessions with these differences in mind, to ensure you still get the same level of interactivity as in our face-to-face training.

And as part of this blended programme, after the remote course you'll also get a year's access to our comprehensive e-learning package, *The complete business writer*. These short and engaging lessons will reinforce and build on the business-writing techniques you learn on the day course.

Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small-group training (eight delegates per course) ensures you get individual attention.
- Use of breakout rooms, live polling and activities, shared whiteboards and other tools creates an interactive and collaborative experience.
- Follow-up support includes access to a free telephone and email helpline for a year.
- Post-course access to our e-learning programme *The complete business writer* reinforces and builds on what you've learned.

What you'll learn

On this one-day course you'll learn how to:

- identify ideas that are genuinely newsworthy
- understand what journalists are looking for in a press release
- use the crucial structure every press release should have
- write succinct, readable and engaging content
- craft headlines, subject lines and introductions that grab the attention of time-pressed readers
- nail the right tone and language
- source and use powerful quotes to add authority and bring your story to life
- ensure your grammar and punctuation are accurate
- find your target journalists, build contacts and liaise with the press
- plan and launch effective media campaigns across different channels.

Course programme

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10.00* Introduction

- Why good writing pays off
- What journalists want from press releases
- Knowing your audience

11.00 Break

- What qualifies as 'news'
- A structure for news
- Getting the layout right
 - Working with a press release template
 - Using images effectively
- Planning your media campaign with OASIS
 - Working with others in your organisation
 - Identifying your key messages
 - Finding the right tone of voice
 - Supporting your release: blogs, thought leadership and social media

12.15 Break

- Using techniques to draw in readers (even time-pressed journalists)
 - Effective subject lines, headlines and intros
 - Sourcing quotes to add authority and life
- Writing tighter copy
 - Making your writing active
 - Writing in plain English
 - Structuring your sentences for easy reading

2.00 Break

- Individual one-to-ones: feedback on writing samples
- Strategies for successful launches
 - Building your contact list
 - Timing your send
 - Selling in – a controversial but essential art
- Grammar and punctuation refresher
- Effective proofreading

4.00 Close

*Timings based on UK time zone (GMT/BST)

An intensive training day: how to capture journalists' attention and engage them with tight and effective copy