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Improve your writing at work

Press-release writing course

Creating sharp and compelling press releases that will get journalists' attention is critical for gaining press coverage. And doing that can be the key to increasing sales, boosting your website's traffic or branding yourself as an industry expert.

This interactive and practical in-house training – developed with both journalists and PR professionals – will show your team how. They will learn everything they need to know in order to write effective press releases, understand what journalists are looking for and employ strategies that will give them the edge.

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

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

Tailoring training to your organisation

The training will be as unique as your organisation. To develop the materials for your course, we'll consult with you and create exercises and worksheets based on genuine examples of your media writing. This means you can be sure the training will be directly relevant to your team's real work – and they can be sure of how to apply the techniques as soon as they're back at their desks.

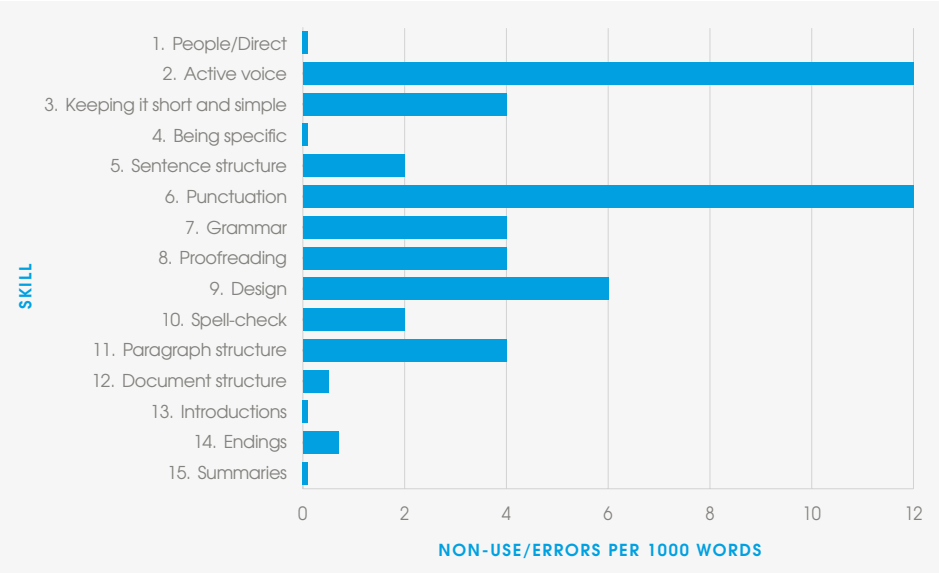
Who is it for?

Our bespoke press-release writing courses are ideal for comms or marketing teams, PR professionals or teams tasked with writing press releases as part of their role.

What does the programme include?

A face-to-face training day is standard. However, we can adapt the course for shorter or longer sessions as required.

We'll also analyse a sample of each delegate's writing before the course and produce a graph of the results, showing both strengths and areas that need work. The trainer will talk through the results with delegates individually during the course, giving them targeted feedback that means they can focus on their problem areas and make rapid improvements.



Gap analysis: every participant receives targeted feedback

Numbers, pricing and venue

We can train any number, including an entire organisation. (Please ask about our open courses if you need to train only one or two people.)

We train in small groups of no more than ten, to make sure everyone gets the individual attention they need.

Our trainers are based in the UK, the US and Europe, but we train globally – both in-person and remotely online.

The cost of the course varies depending on how many people you're looking to train.

If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email info@writing-skills.com.

All our courses come with a 30-day money-back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

Learning objectives

After the training, your team will know 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 a story to life
- ensure their grammar and punctuation are accurate
- find target journalists, build contacts and liaise with the press
- plan and launch effective media campaigns across different channels.

A blended approach for lasting learning

Your team will learn a lot on this intensive course. But employing new writing habits takes time and continued practice. So you can choose to combine this training with other interventions to create even better results and lasting change.

You could choose to run a coaching clinic: a follow-up day of individual coaching sessions based on a second writing analysis from each delegate. These one-to-ones give the trainer and delegates a chance to identify and target any ongoing problem areas.

Or you might like to complement the training with targeted 90-minute lunch-and-learn seminars or webinars.

Contact us to discuss building the blended programme that's best for your team.

Example course programme

Press-release writing

9.30 Introduction

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

10.45 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, social media

1.00 Lunch

- 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

3.30 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

5.30 Close

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