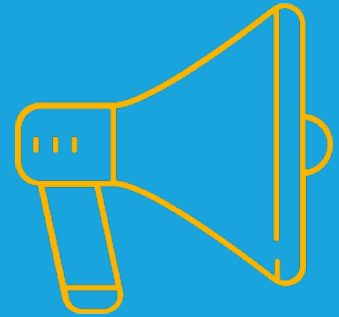


# Press-release writing course



Course for companies

In person



#### Who is it for?

Comms or marketing teams, PR professionals or teams tasked with writing press releases as part of their role.

#### Delivery

We deliver this course in person.

#### Participant numbers

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

#### Course length

Flexible – typically one day. We can adapt the course for longer or shorter sessions as required.

#### Pricing

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

**+44 (0)1273 732 888**

**[info@writing-skills.com](mailto:info@writing-skills.com)**



## Creating sharp and compelling press releases that grab journalists' attention is critical for gaining press coverage.

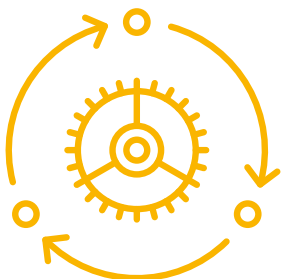
And that can be the key to increasing sales, boosting your website's traffic or branding yourself as an industry expert.

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

They'll learn how to craft succinct and readable content and to grab attention with subject lines, headlines and intros. They'll understand the vital components every press release needs. And they'll discover the crucial strategic steps that will increase the chances of their story being picked up.

### Tailored to your needs

Your course will be unique to your organisation: we'll tailor the materials based on your goals, using real-life examples of your media writing. This means your team will see exactly how to apply everything they learn to what they do every day.





‘We chose Emphasis because they really “got it” – they really understood exactly what we needed and what our issues were.’

Mary Jean Pritchard,  
The King’s Fund

---

## Venue

Our trainers are based in the UK, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course. We can also train remotely.

---

## Why it works

- ✔ Pre-course writing analysis identifies the areas each learner needs to work on.
  - ✔ Small-group training ensures each delegate gets individual attention.
  - ✔ Targeted exercises and discussion keep learners engaged and mean they immediately practise applying the techniques.
  - ✔ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
  - ✔ Each delegate receives one year’s access to our business-writing helpdesk to support them as they take what they’ve learned into their roles.
- 

## Learning objectives

After the training, your team will know how to:

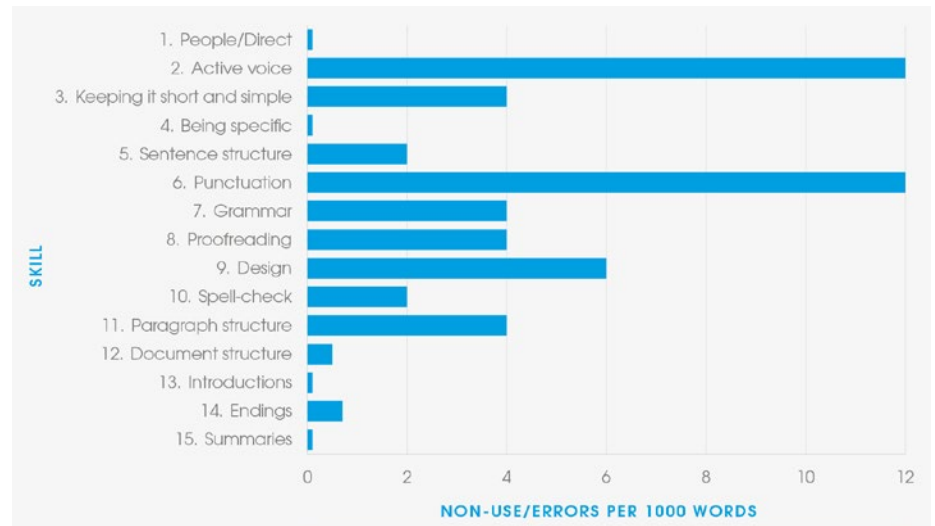
- ✔ identify ideas that are genuinely newsworthy
- ✔ understand what journalists are looking for in a press release
- ✔ use the crucial structure every press release should have
- ✔ write succinct, readable and engaging content
- ✔ craft headlines, subject lines and introductions that grab the attention 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.



## Individual analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

During the course, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.



## A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

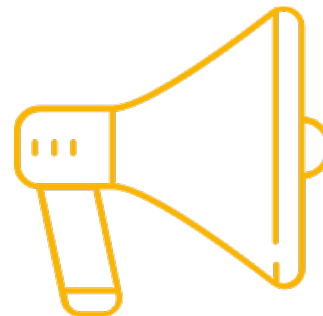
You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 6,000 organisations worldwide, including:



# Press-release writing course



Course for companies

In person

## Build your programme: optional follow-up

### Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

### Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

9.30	<b>Introduction and course overview</b> <b>Why good writing pays off</b> <b>What journalists want from press releases</b>
10.45	<b>Break</b>
	<b>What qualifies as 'news'</b> <b>A structure for news</b> <b>Getting the layout right</b> <ul style="list-style-type: none"><li>Working with a press release template</li><li>Using images effectively</li></ul> <b>Planning your media campaign with OASIS</b> <ul style="list-style-type: none"><li>Working with others in your organisation</li><li>Identifying your key messages</li><li>Finding the right tone of voice</li><li>Supporting your release on other channels</li></ul>
1.00	<b>Lunch</b>
	<b>Using techniques to draw in readers (even time-pressed journalists)</b> <ul style="list-style-type: none"><li>Effective subject lines, headlines and intros</li><li>Sourcing quotes to add authority and life</li></ul> <b>Writing tighter copy</b> <ul style="list-style-type: none"><li>Making your writing active</li><li>Writing in plain English</li></ul>
3.30	<b>Break</b>
	<b>Strategies for successful launches</b> <ul style="list-style-type: none"><li>Building your contact list</li><li>Timing your send</li><li>Selling in – a controversial but essential art</li></ul> <b>Grammar and punctuation refresher</b> <b>Effective proofreading</b>
5.15-5.30	<b>Summary and close</b>

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888  
Email: [info@writing-skills.com](mailto:info@writing-skills.com)