



Effective Blogging

A practical one-day workshop on how to develop and deploy corporate blogs that contribute to corporate communication.

The course is for both in-house PR executives and those in consultancy.

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

On average, two blogs are launched every second. Yet 98% of them are not read.

More and more organisations and brands use blogs for customer retention, focus groups, general customer communications and internal communication. It is vital that managers and consultants know how to deploy a blog for maximum return on their blog (ROB).

This workshop helps delegates develop an effective blog strategy that ensures their blog is well read and stimulates the desired response.

Delegates learn how to:

- Respect blog etiquette - and understand why that is important
- Develop a blog strategy
- Create a sustainable core idea
- Develop an effective writing style
- Publish a blog for maximum readership
- Distribute their blog

Delegates should bring their own laptop if they wish to develop their own blog during the course.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

COURSE CONTENT

The fundamentals of blogging

Why blog? The reasons to blog and the reasons not to. How to decide whether blogging is the right tactic for your brand or organisation. Understanding blogging etiquette and its power.

Developing a blogging strategy

Some of the choices available for using blogs. The processes involved in developing your own blogging strategy.

Creating your blog

Creating the core idea. Case studies of different approaches that organisations have used for their blogs.

Creating the writing style. Blogs have a different style of writing from other on-line and off-line content. We show you how to write effective blog copy.

Two blogs are launched every second, yet 98% of blogs are not read. How to be in the 2%.

Constructing your blog

We help you develop a blog on the course. Breakout sessions help you develop a blog strategy, create a core idea, write pillar articles and make the most of your investment.

Publishing and distributing your blog

Building a readership for your blog. Distributing for maximum effect.



PR Training Provider