



## Effective Blog Writing

**A one-day workshop on how to write corporate blogs  
that successfully stimulate reader interaction.**

**It is equally applicable to in-house  
PR executives and consultants.**

PROFESSIONAL  
£325\*



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

### Aims of the course

The workshop helps delegates develop an effective blog writing style that ensures their blog is well read and stimulates the desired response.

This is a writing course, not a technical course. It does not cover how to set up blogs. Delegates practise blog writing under supervision from the tutor.

### Delegates learn:

- How the world of blogs works.
- What makes some blogs popular and others not.
- The key skills of effective bloggers.
- The strategic and practical considerations that underpin sustainably successful blogs.
- Effective blog writing style.

### COURSE CONTENT

#### The Basics of Blogging

A look, in general terms, at what blogs are, who writes them, who reads them and what makes them successful (or not).

The session starts the day by getting a clear understanding of the world of blogging and how it works.

#### The Key Skills of Successful Bloggers

Real examples of highly successful blogs get you inspired by the potential of blogs. They help you to understand the key principles uniting successful bloggers.

#### Creating Blogs that Really Work

The strategic and practical considerations that underpin all successful blogs. This session gives you the knowledge you need to ensure that your blog is effective.

#### Writing Blogs that People Keep Reading

A focus on the essential writing skills that ensure that people want to read and interact with every blog post that you write.

#### Practical Writing

A session where delegates practise, under supervision, the writing skills they have learned during the day.

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PR Training Provider