



## Effective Newsletters

**A one-day workshop covering  
the varied skills needed by anyone,  
in house or consultancy,  
who has to produce a regular newsletter**

PROFESSIONAL  
**£325\***



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

### Aims of the course

Delegates are shown all the elements of newsletter production. They learn how to: identify news stories of real interest; brief a photographer to produce creative pictures; liaise with designers to produce eye-catching designs and much more.

They also look at the production process, print or online.

### Delegates learn how to:

- Identify stories of genuine interest and develop angles
- Write in a news style
- Brief a photographer to get creative results
- Assess the priorities of their material
- Talk to designers in language that they understand
- Set and keep a budget
- Keep track of progress at the printers or web site designers and deliver the finished newsletter on time



PR Training Provider

**[www.henshallcentre.com](http://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

#### Handling the Stories

What really makes a story. Writing a news story like a journalist. How employees react to stories about company policy. Establishing credibility.

#### The Use of Photography and Graphics

How to find a picture angle in a story. Briefing a photographer - professional or amateur - to get exactly what you want. Illustrating difficult ideas. How to make statistics look appealing.

#### Assessing Priorities

Deciding which are the most important stories. Developing news angles. Devices to keep the readers attention. Developing themes for each issue. How to make stories into multi-page spreads. Becoming an editor.

#### Helping the Designer

How to choose a "look". How to brief the designer. Keeping track of the budget. Not letting design dominate message.

#### Logistics

What goes on between the designer and the printer. How it works and how long it can take. Size and price options for printing. Keeping to the production schedule and budget.

### Plan your training

*Effective Newsletters* equips you to be an all-round editor, familiar with each stage of the process. It helps define a style and prepare a production schedule and budget, then stick to both. It is equally suitable for consultancies and in-house practitioners.

*Effective Newsletters* is a natural companion to our course on *Understanding Design and Print*. Each is self-contained. They can be taken in any order.