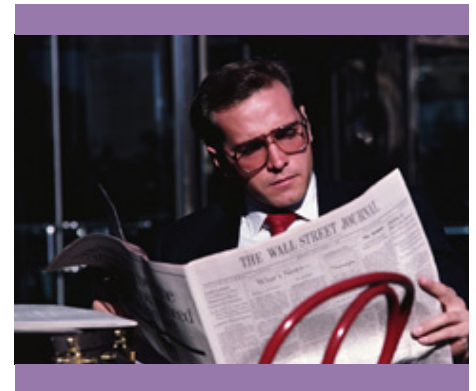


Effective Press Release Writing

**A one-day workshop on producing press releases
with the maximum potential for getting coverage
even for the least promising of stories**

PROFESSIONAL
£325*



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

Aims of the course

Delegates get a clear framework for writing excellent press releases.

They learn how to target their releases and write to catch the interest of a journalist.

The structure and presentation of a good release is covered as well as the writing style needed to produce good copy.

Delegates learn how to:

- Write crisp, clear copy that will catch the eye of a journalist
- Structure a press release that can be understood with a quick scan
- Banish long winded sentences and jargon
- Tailor their release to be relevant to their own target media
- Lay out a release professionally
- Use supporting material that will help maximise coverage

COURSE CONTENT

Understanding Press Releases

The purpose of the press release. The value of the release to the press. Understanding news values. The importance of targeting. Why releases are personalised.

Structuring an Effective Release

The vital importance of the intro. The shape of a good release. The role of quotes. The importance of notes for editors. Writing to length. Adding photographs and other illustrations. How to present a press release.

Effective Writing Style

Choosing vivid language. Catching the eye of the reader. Avoiding jargon. Writing news copy. Writing for the reader.

Practical Press Release Writing

Delegates work on a number of releases on topics of their own choosing. These are critiqued and polished by the tutor, and the whole group, until each delegate works out their own style.

This practical work takes up a substantial part of the day.

Plan your training

Effective Press Release Writing is a natural follow-up to the introductory session on our two-day course, *Fundamentals for PR Practitioners*. It builds the technique needed to maximise coverage for each story.

Each course is self-contained. They can be taken in any sequence. However, the greatest benefit will be derived if *Fundamentals for PR Practitioners* is taken first.

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.



PR Training Provider