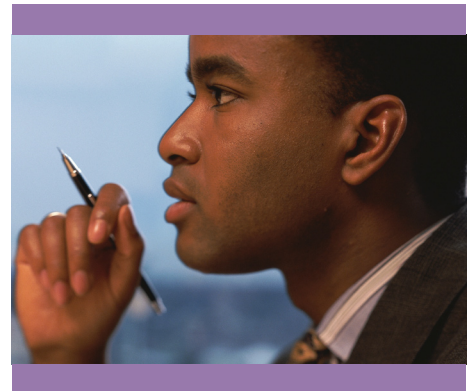




Sharpen your Writing Skills

**A practical one-day writing workshop for experienced writers
looking to improve existing writing skills.
The course offers a minimum of formal tuition
and a maximum of practical coaching**



PROFESSIONAL
£325*

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

Aims of the course

Delegates work to develop their ability to write quality copy under pressure of time. The workshop primarily involves intense practice. It emphasises the professional skill of being able to adapt writing style to the demands of a brief.

Delegates work to produce a portfolio of written material, including news releases, articles, news stories and briefing papers.

Delegates learn how to:

- Produce quality copy to a deadline
- Adapt writing styles to the demands of the job
- Write for purpose not for pleasure
- Handle time pressures
- Prime the writing "pump" when inspiration fails



PR Training Provider

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

Professional Writing Skills

A clear definition of what is needed from professional writers in public relations. Understanding the psychology of the reader. Communicating through repetition and signposting. Writing for the skimmer.

Writing to a Brief

How to write to a target word count. Adapting styles. Handling time pressures. Creating inspiration.

Practical Exercises

Delegates work individually on a portfolio of tasks with individual coaching input from the tutor(s). Because of the diversity of computer and software types, no word processing technology is supplied. Delegates who can no longer relate to paper may, if they wish, bring their own computer to use on the course. At the end of the morning there is a group feedback session to share lessons learned. The afternoon session repeats the morning format.

Course Summary

Delegates finish the day in open forum. They prepare a writing "workout" programme to build writing practise into their working lives.

Plan your training

Sharpen your Writing Skills is for public relations practitioners with some experience. It focuses on sharpening existing skills, so delegates should be aware that other delegates may be more advanced or less advanced than themselves. The workshop builds on our other writing courses but does not require you to have attended any of them.

Less experienced writers are advised to look first at our courses on: *Effective Press Release Writing*; *News Writing*; and *Writing Feature Articles*.