

## Writing Award Entries

*A practical one-day workshop that shows how well-structured, powerfully written award entries can help organisations improve their reputation.*

PROFESSIONAL  
**£325\***



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

### Aims of the course

Delegates are shown how to identify the best awards for their organisation from around 3,000 industry awards up for grabs in the UK every year.

They see how to write winning entries and publicise their success.

### Delegates learn how to:

- Identify the benefits of different awards schemes
- Interpret and seek to exceed the judges' expectations
- Structure an entry for maximum impact
- Write cogent, persuasive copy that will highlight achievements
- Maximise the publicity from winning an award



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

#### Selecting Awards

Which awards can provide real insight into your organisation and which ones are just designed to celebrate success? How to select the categories you are most likely to win.

#### Behind the Bullet Points

What are the judges looking for? What makes the difference between the winner and the also-rans? The vital importance of strong evidence.

#### Preparation

Managing your time to hit the deadline. Deciding who else needs to be involved. How to ask the powerful questions that produce the evidence you'll need.

#### Making your Case

Structure – how to get the right information in the right places. The art of persuasive writing – how to be credible and convincing.

How to write powerful but objective copy. Sticking to the word count.

#### Maximising the Benefits

Use clever copy and imaginative photos to generate publicity from an awards success. The benefits of sponsoring awards.

### Plan your training

*Writing Award Entries* shows you how to write and promote award entries. It complements our less specialist courses on *Persuasive Writing* and *Sharper Writing Skills*.

Each course is self-contained. They may be taken in any order.