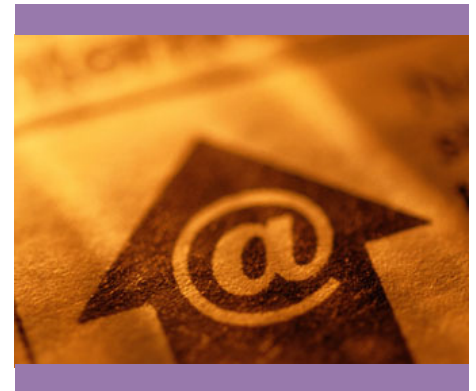


## Writing e-Newsletters

**A practical one-day workshop for anyone tasked with writing or commissioning material for on-screen e-newsletters, whether aimed at internal or external audiences.**

PROFESSIONAL  
£325\*



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

### Aims of the course

Delegates are shown the key elements of creating and commissioning effective copy for on-screen electronic magazines.

They learn the difference between writing for print and writing for the screen. They are shown how to write snappy, dynamic stories of real interest.

They get systems for briefing photographers to produce creative pictures and commissioning copy from colleagues and other contributors.

### Delegates learn how to:

- Differentiate stories written for print from those designed to appear on screen
- Identify stories of genuine interest, develop story angles and write brief yet effective on-screen copy
- Turn routine items into compelling articles
- Look beyond the obvious for new and different copy content
- Write in a news style
- Produce value added copy that stimulates interest in your on-line publication and generates feedback
- Brief colleagues and other contributors submitting copy on what you expect from them – and when you want it
- Brief a photographer and your on-line designer to get creative results

### COURSE CONTENT

#### Writing the Story

What is the difference between writing copy for PC screens and stories for printed newsletters? How to write copy like an on-line journalist.

Creating copy for 'skimmers' as well as readers. Writing smart and snappy introductions and headlines. Keeping readers interested to the end of the story.

The importance of facts, figures, statistics, research and quotes in articles.

#### Briefing Contributors

How to get the best from colleagues contributing material to your e-newsletter. Discussing objectives, content, copy length and illustrative material. The importance of copy dates.

#### Assessing Priorities

Putting your e-newsletter together. Deciding which are the most important stories and where they should appear.

Becoming an editor. Developing themes for each issue. Turning stories into multi-page spreads.

#### The Visual Dimension

The importance of good photography. How to brief a photographer. Working with your on-screen designer. Creating a template.



PR Training Provider

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