

Writing for an Intranet

A practical one-day workshop on the particular demands of writing/editing/commissioning quality content for Intranet sites.

It is designed for any PR executive responsible for generating intranet-based material.

PROFESSIONAL
£325*

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



Aims of the course

Delegates are shown methods for producing professional standard content for intranet pages. They learn proven techniques for creating effective on-screen text.

This is not a technical course. It does not cover web-age construction or html. It concentrates on the words used and messages conveyed on your internal site

Delegates learn how to:

- Write compelling and memorable copy that grabs the attention of your intranet readers
- Write and think like an 'in-house' journalist/editor
- Turn routine themes into energetic and lively copy
- Use effective photographs, graphics and cartoons
- Produce value-added features, including competitions, puzzles, reviews, comment and personality pages



PR Training Provider

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COURSE CONTENT

Writing and Thinking like an In-house Reporter

The differences between writing copy for print, for the web and your intranet site. How to write and shape intranet articles that get read and remembered

The key components to your story. How to grab the reader's attention within five seconds. Correct copy length. When and how to include quotes.

Using headlines, cross-headings, photographs, graphics and cartoons to attract readers.

Finding a style, voice and tone appropriate to your organisation.

Commissioning Contributions from Colleagues

How to brief colleagues contributing to your site. What to ask for. How to ask for it.

Issues to be addressed and avoided.

The importance of deadlines.

Controlling the Length of Contributions

Reducing long, routine, contributions to a manageable length without upsetting your colleagues. Editing contributions to a length and quality that is likely to be read.

Providing guidelines that deliver effective articles.

Adding Value to your Intranet Site

Using different, creative content that makes readers want to come back day after day.

Using competitions, puzzles, reviews, comment and personality pages to add value to your material.

Creating spirited discussion forums where questions, issues, ideas and suggestions can be aired openly.