

Creative Writing Skills for PR professionals

Content : 2 day course

Day 1

Understanding your audience & making the appropriate connection

The morning starts with consideration of the audience - who they are, how they react, what affects them, how to engage them. This session will include a combination of examples of good and bad PR publications.

Key factors affecting audience comprehension –a study of effective and non-effective communication

Using real examples, delegates will experience various styles of written communication and assess their own reaction to those styles. They are asked to evaluate what have read and create a list of factors that affect their comprehension and enjoyment of written work. This stimulates an early discussion on what is required to engage in effective written communication.

Structure - The theories of narrative structures and how to apply them

An intensive three-stage session which introduces delegates to the vital role of structure in storytelling and provides clear guidelines on how to identify and deliver the key elements needed to tell a story.

Unleashing your writing potential

A series of exercises to unlock your writing potential and develop a quick, clear style of writing for whatever audience you are targeting. This module tackles common issues such as writer's block and how to start on the critical first few paragraphs.

Introductions - How to begin

A practical workshop session exploring how to begin your copy and how to create the desired impression in the first 60 seconds with a carefully structured introduction.

Endings - How to conclude

A practical workshop session exploring how to end your copy and how to leave the reader with the desired impression or conclusion.

Vocabulary & grammar - The power of words and how to use them

A series of practical exercises which invites delegates to assess their range of vocabulary. This develops into a close consideration of the effect of words on the audience, the accessibility of the language, the style of the article and how to make the best of the material you have to deliver. Finishing with a workshop on how to gain confidence in your vocabulary and create the required images in the minds of the audience.

Writing for speeches

How to write effective speeches for senior executives and ensure they can be delivered easily and have the right impact. Includes a workshop to demonstrate the key issues of speech-writers and how to overcome them

Day 2

Writing PR articles - Storytelling

Key ways and techniques of keeping your audience engaged and delivering the message right to the end. This session will consider the use of humour, the use of questions and explore the potential of different writing techniques in PR publications.

Delivery with credibility - Committing to the act of communication

The delegates will be given time to structure and write an article. They will then deliver this to an audience for feedback and evaluation leading to a discussion on what makes an article or report credible. Simple tips on editing your own work are provided.

Newsletters – print or e-news - Catching the eye and telling the story

Writing news - catching the eye of the reader and delivering the story in newsletters and updates in different media.

Features - Persuasion through illustration

Writing features - developing the story and covering the angles for features in in-house magazines or annual reports.

Skills set and key point reminder

A short review of the course including a to do/to remember list for all delegates to have to hand before writing for any target audience.