

Good internal communication is an essential part of any successful communications strategy. Relaying information to other members of staff in an interesting, easy to absorb way can be a challenge. In this course you'll learn how to write interesting, informative articles for in-house magazines and newsletters that people will actually want to read. Feel free to bring along a copy of your own in-house magazine or newsletter if you wish.

Course Information

Duration:	One day	Location:	London
Cost:	Public course: £325 plus VAT Individual tuition: £495 plus VAT	Dates:	Please call 020 7359 9880 or visit www.lcmj.co.uk

Key topics

- Style and tone
- Industry and company news
- Feature writing
- Reporting on company events
- Writing newsletters
- Measuring success and feedback

Course Outline

Introduction

- The importance of company news • What do people actually want to read?

Style and tone

- What is the primary message? • Formal vs informal • Selecting a style and tone • Creating eye catching headlines

Industry and company news

- Making internal news interesting, relevant and readable • Potential news ideas - awards, diary events, industry trends, appointments • Making information come alive

Feature writing

- Choosing topics for features • How to structure features • Keeping features on-message

Reporting on company events

- What to include and what to exclude • The importance of photography • Using photos to increase your readership • Reporting on events • Using interviews and quotes • Involving your audience

Writing newsletters

- The look and feel of your newsletter • Prioritising news and information for your readers • Getting the right balance between industry news, company news and features/interviews • Regular columns • Encouraging feedback and involvement from readers

Feedback

- Measuring reader response • Measuring how successful your communication has been

Questions and answers

All courses at the London College of Media and Journalism are supported by six months telephone Helpline support.