

# Writing for Internal Publications

## Course Description

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. You are welcome to bring along copies of your own in-house magazines or newsletters if you wish.

## Pre-Course Requirements

You need no previous experience of writing in-house magazines or newsletters to attend this course.

## Writing for Internal Publications

### Pricing & Availability

<b>Course Duration:</b>	One Day
<b>Public Scheduled Course:</b>	£325.00 plus VAT
<b>Public Scheduled Dates:</b>	03-05-2018 at London Bridge 29-05-2018 at London Bridge 28-06-2018 at London Bridge 24-07-2018 at London Bridge 23-08-2018 at London Bridge 18-09-2018 at London Bridge
<b>Private Course:</b>	£545.00 plus VAT for individual tuition.  Call for prices for private groups of two or more.
<b>Follow-on Courses:</b>	Not Applicable
<b>Post-Course Support:</b>	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

## Writing for Internal Publications

### Introduction

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

### Style and tone

- What is the primary message?
- Formal vs informal newsletters
- 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

- Deciding the look and feel of your newsletters
- Prioritising news and information for your readers
- Getting the right balance between industry news, company news, features and interviews in your newsletters
- Regular columns
- Encouraging feedback and involvement from readers

### Feedback

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

### Questions and answers