

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.

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Pricing & Availability

Course Duration:	One Day
Public Scheduled Course:	£325.00 plus VAT
Public Scheduled Dates:	11-01-2018 at London Bridge 09-02-2018 at London Bridge 08-03-2018 at London Bridge 03-04-2018 at London Bridge
Private Course:	£545.00 plus VAT for individual tuition. Call for prices for private groups of two or more.
Follow-on Courses:	Not Applicable
Post-Course Support:	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