

# NEWSLETTERS & INTERNAL COMMUNICATIONS

Communications and newsletters that produce goodwill and motivate staff

## What is it about?.....

Successful organisations have effective and cohesive internal communications that ensure employees are aware of developments and understand the significance of decisions taken. This introductory workshop helps you write compelling internal communications and engaging employee newsletters.

## Who should attend?.....

This workshop is for anyone working in communications, PR or marketing.

## Learning outcomes.....

- Basics of good effective writing
- Understanding an audience's needs
- Developing messages that resonate
- Using appropriate language
- News judgment
- Finding strong internal stories

## Benefits.....

Participants will acquire thinking and writing skills to convey compelling key messages to an internal – as well as an external -- audience. This workshop will help participants become more persuasive and influential, increasing awareness of their organisation's brand and contributing to its competitive edge.

## Course structure.....

- The six fundamentals of all good writing.
- Gaining a deeper insight into your audience
- Why companies need internal PR
- Identifying newsworthy stories
- Planning and writing persuasive internal statements and newsletters
- Top tips for newsletter contents
- How to do great interviews that provide powerful stories
- Engaging your workplace community