WRITING

• Advanced digital writing
• Advanced report writing
• Blogging and communities
• Business writing and grammar
• Creative writing
• Digital writing
• Effective writing for professionals

• Email & letter writing
• Newsletters & internal communication
• Report writing
• Speech writing
• Writing brochures
• Writing tenders and bids
In our professional lives, we’re constantly asked to write reports – a time-consuming and often challenging task. But how do you know if your labour has been productive? Has your report been useful and relevant? This workshop is about making sure the reports you write actually get read and the contents acted upon. We show you how to sell ideas on paper, influence decision-making and successfully communicate information through writing. The course covers new ideas to increase the impact of your existing style, knowing when to use different formats and how to communicate complex information in straightforward language.

The rapid rise of social media requires that businesses convey key messages via these platforms and that you manage any risks to your professional reputation. One size doesn’t fit all and it is vital that you understand how to use Twitter, LinkedIn and Facebook effectively. This workshop will help you keep up with the latest trends in social media, select the most effective media for the message and use your company’s Intranet effectively.

This course is designed for those with several years’ experience in marketing, communications or PR.

What is it about?
The rapid rise of social media requires that businesses convey key messages via these platforms and that you manage any risks to your professional reputation. One size doesn’t fit all and it is vital that you understand how to use Twitter, LinkedIn and Facebook effectively. This workshop will help you keep up with the latest trends in social media, select the most effective media for the message and use your company’s Intranet effectively.

Who should attend?
This course is specifically for experienced report writers looking to produce more effective documents.

Who should attend?
This course is specifically for experienced report writers looking to produce more effective documents.

Learning outcomes
- Develop and deliver key messages effectively via the appropriate social media platform
- Understand reputational risk and how to avoid damage
- Knowing when to use Twitter, LinkedIn and Facebook
- Awareness of social media trends
- Apply keyword strategies for search engine optimisation so that your content gets discovered
- Write content for blogs and social media that inspires people to follow and share
- Distil your writing down into its purest, simplest form for micro-formats like Twitter and SMS

Benefits
Participants will benefit from understanding the fundamental differences between writing for paper and writing for electronic delivery. They will be able to use this new knowledge in developing effective digital and social media communications strategies.

Course structure highlights
- Structuring and developing key messages for social media consumption
- Combining text and pictures effectively
- Blogging techniques
- Writing for LinkedIn, Facebook and Twitter
- Using social media to build relationships
- Practicalities and pitfalls

What is it about?
In our professional lives, we’re constantly asked to write reports – a time-consuming and often challenging task. But how do you know if your labour has been productive? Has your report been useful and relevant? This workshop is about making sure the reports you write actually get read and the contents acted upon. We show you how to sell ideas on paper, influence decision-making and successfully communicate information through writing. The course covers new ideas to increase the impact of your existing style, knowing when to use different formats and how to communicate complex information in straightforward language.

Who should attend?
This course is specifically for experienced report writers looking to produce more effective documents.

Learning outcomes
- A thorough understanding of the report brief
- Knowledge of the appropriate scope and depth for a document
- The ability to define precise communication objectives in relation to the reader
- A clear understanding of how to structure arguments effectively and persuasively
- Discover the benefits of plain English
- Understand the pros and cons of different layouts

Benefits
Participants will benefit from being able to produce useful and relevant documents which will help their managers and colleagues make better-informed, more efficient decisions.

Course structure highlights
- Define the key issues to be covered and the ‘question’ being asked
- Communication objectives – precise objectives for what we want the readers to know, feel and do
- Develop a research strategy
- Research methods: Primary and secondary
- Report types and structures
- Principles of plain English
- Principles of page layout and document design
- The role of supporting elements such as the executive summary and follow up
- Structure the argument effectively
- Use a style of plain English that improves understanding and raises levels of interest

ADVANCED DIGITAL WRITING

Produce powerful content for social media to enhance your business development

ADVANCED REPORT WRITING

Deliver complex reports for specific purposes that achieve results
WRITING

BLOGGING & COMMUNITIES

Creating an engaging and effective blog strategy

What is it about?
Publishing a helpful and entertaining blog that establishes your authority is an effective way to build an online community and boost your business development. This workshop is for people who are considering writing a blog or developing a blogging strategy. It is a hands on course where delegates will learn why they should blog as well as practical tips on how to do it effectively.

Who should attend?
This workshop would benefit anyone involved in the preparation & presentation of responses to requests for tender: SME business owners or any managers, sales and account staff involved in the tendering or new business process.

Learning outcomes
- Decide whether blogging is right for you
- Discover practical tips on writing an effective blog
- What to consider as part of your blogging strategy
- Understand how to track and deal with comments on your blog

Benefits
Participants will discover whether blogging is right for them and how to deliver an engaging blog. Organisations will discover whether a blogging strategy will help achieve marketing goals and understand the resources required for this.

Course structure
- What is a blog?
- Web 2.0 & 3.0 and implications for marketers
- Why do people blog? What are the benefits?
- Tips on writing an engaging blog and importance of content
- Key considerations for your blogging strategy
- Tracking and dealing with comments
- Success criteria for blogs

EFFECTIVE BUSINESS WRITING

Improving your English writing skills and grammar in business documents

What is it about?
Business writing is utilitarian and readers want facts and figures that are accurate and clearly presented. Your audience is busy and does not have time to give you the benefit of the doubt. The quality of your writing reflects on your professional ability, your organisation and your products and services. This course gives you the complete toolkit to write confident communications in business. It helps you structure your writing while using the correct punctuation and grammar.

Who should attend?
Anyone who has to write reports, white papers, letters or marketing copy who wishes to improve their written English and feel confident with the rules of grammar.

Learning outcomes
- Confidence to write punchy and compelling documents
- Skills to structure an argument to achieve your desired outcome
- Time saved through a structured approach to document planning and creation
- A thorough refresher in English grammar, especially punctuation
- Full understanding of the uses and parts of speech
- Techniques for good sentence construction
- Checklist of pitfalls to watch out for
- Pride in your written work
- Incorporate company standards, templates and case-studies (optional)
- Specialist analysis and development (optional)

Benefits
Participants will benefit from being able to produce well-structured, clearly written and grammatically correct documents.

Course structure highlights
- Identify your objective and write to meet it
- Structure and plan effectively
- Learn standard layouts
- Overview of minute taking, letter writing and report writing
- The parts of speech
- Grammar: understand nouns, pronouns, verbs and conjunctions; learn the subject and object pronoun; tense; sentence construction; linking ideas; apostrophes: the possessive form; abbreviations and contractions
- Punctuation
- Common mistakes, and how to avoid them
- Using spellcheck and grammar check

What is it about?

Benefits
When we write for a living as communications or business professionals we regularly stagnate, finding tasks routine and mundane. This course will help you to tap into your creativity and incorporate it into everyday writing tasks. It will also offer advice and techniques on how to overcome writer’s block and approach writing in a more structured and effective way.

- Produce creative, compelling copy that engages your readers
- Write more fluently on any topic, for any purpose
- Boost your confidence in your own creative ability
- Find fresh new approaches to well-worn topics
- Write faster and more fluently
- Be organised and efficient in the writing process
- Plan your work and structure your piece
- Banish ‘writer’s block’ forever.

Anyone writing for a wide range of communication mediums, including online and social media platforms. Highly suitable for beginners and a shot in the arm for more experienced writers.

Participants will benefit from this injection of creativity and return to writing refreshed and enthusiastic about trying new styles and techniques.
People consume information differently online. Attention, scanning and navigation behaviour all confound the assumptions of writers used to traditional documents and paper. In this course you will learn practical skills to translate your writing into concise, quality content and develop new communications strategies that will make you stand out on a wide range of digital and social media platforms.

**Learning outcomes**

- Understand how people read and consume information differently online and apply it to your own writing
- Adapt and re-edit texts to optimise them for web reading
- Write website content that is easy for online readers to navigate and digest
- Apply keyword strategies for search engine optimisation so that your content gets discovered
- Write content for blogs and social media that inspires people to follow and share
- Distil your writing down into its purest, simplest form for micro-formats like Twitter and SMS

**Benefits**

Participants will benefit from understanding the fundamental differences between writing for paper and writing for electronic delivery. They will be able to use this new knowledge in developing effective digital and social media communications strategies.

**Course structure highlights**

- Principles of writing for the Web and social media
- Discover how people read differently on social media compared to the Web
- Learn to write for mobile devices and apps
- Social media writing strategy
- Establishing social media purpose and strategy for your company
- Develop a content strategy framework to streamline messaging
- Building a social media ecosystem
- The importance of search algorithms in social media
- Optimisation tips for the main six social media platforms
- Micro-writing for blogs and social networks
- Style, tone and language for social media writing
- Highly engaging content and writing themes

---

**WRITING**

**DIGITAL WRITING**

**Engaging an online audience and making your ideas stick in the digital world**

**What is it about?**

This course is designed for learners with existing knowledge and several years of experience in communications or PR. The workshop is recommended for all professionals who create communication texts, since almost all written content is destined for the Web in some form.

**Learning outcomes**

- Confidence to write punchy and compelling documents
- Skills to structure an argument to achieve your desired outcome
- Time saved through a structured approach to document planning and creation
- Understand how to use different kinds of document
- Plan e-mails, letters and reports efficiently and effectively
- Address the reader’s needs and expectations more effectively
- Use punctuation, sentences and paragraphs correctly
- Create a written style that is interesting and easy to understand

**Benefits**

Participants will benefit from being able to produce well-structured, clearly written and engaging working documents, contributing the overall efficiency of their team and organisation.

**Course structure highlights**

- Writing to communicate
- The three golden rules of effective writing
- Different kinds of document and how to use them well
- A systematic approach: planning, writing, editing
- Clarifying your objective
- Analysing the audience
- Creating a simple message for impact
- Gathering and organising information
- Creating a plan and producing a first draft
- Using visuals: graphs, tables, diagrams
- Constructing paragraphs
- Editing and proofreading, using spellcheck and grammar check

---

**EFFECTIVE WRITING FOR PROFESSIONALS**

**Harnessing the power of the written word to produce clear, well-structured working documents**

**What is it about?**

Effective writing achieves the purpose the writer intended. Business writing has a specific goal and the reader is required to read it. The sharper, more accessible and more engaging the report, the more likely it is that it will achieve its goal. As the writer you need to write effectively. This workshop shares essential writing skills that will help you get the results you want. We will help you to use straightforward language, declutter your writing and remove jargon; inject life and context using quotes and graphics.

**Learning outcomes**

- Confidence to write punchy and compelling documents
- Skills to structure an argument to achieve your desired outcome
- Time saved through a structured approach to document planning and creation
- Understand how to use different kinds of document
- Plan e-mails, letters and reports efficiently and effectively
- Address the reader’s needs and expectations more effectively
- Use punctuation, sentences and paragraphs correctly
- Create a written style that is interesting and easy to understand

**Benefits**

Anyone who has to write reports, white papers, letters or marketing copy who wishes to improve their writing skills, achieve better results and make a professional impact.

**Course structure highlights**

- Writing to communicate
- The three golden rules of effective writing
- Different kinds of document and how to use them well
- A systematic approach: planning, writing, editing
- Clarifying your objective
- Analysing the audience
- Creating a simple message for impact
- Gathering and organising information
- Creating a plan and producing a first draft
- Using visuals: graphs, tables, diagrams
- Constructing paragraphs
- Editing and proofreading, using spellcheck and grammar check
Clear, concise communication that gets to the point and moves things forward

What is it about?
We are inundated with correspondence in the workplace and the ability to write brief, effective, courteous emails, memos and letters is a vital skill. Correspondence acts as our ambassador. This workshop will help you use correspondence to build relationships with clients and other external partners, to organise information clearly and to express your ideas persuasively. Working in English as a second or further language will be a theme throughout.

Who should attend?
This workshop would benefit anybody in their business, political or private life.

Learning outcomes
- Define clear functions for the correspondence they produce
- Use correspondence to build and maintain positive working relationships
- Structure correspondence around clear messages
- Draft correspondence more efficiently
- Edit their work for clarity
- Adapt their style to different readers and needs
- Develop their skills in grammar, punctuation and vocabulary

Benefits
This course benefits participants and the organisations they represent by offering guidance in how to be more efficient and effective in correspondence.

Course structure highlights
- Correspondence as your ambassador: the golden rules
- Adopting a systematic approach
- Making your purpose clear
- Focusing on action
- Targeting the reader
- Creating a clear message
- Putting your thoughts in order
- Giving shape to your writing
- Managing detailed information
- Constructing paragraphs
- Managing sentences
- Using words wisely
- Grammar and punctuation
- The ten commandments of effective emails
- Techniques to make your writing more dynamic
- Developing a personal style
- Getting the tone right

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 highlights
- 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
Structuring and writing effective reports

What is it about?
Writing reports can be a time-consuming and often challenging task. How do you know if your labour has been productive? Has your report been useful and relevant? This workshop is about making sure the reports you write actually get read and the contents acted upon. The course offers suggestions on how to improve your writing style, structure your report and adapt the actual presentation.

Who should attend?
This course is for any report writers looking to produce more effective documents.

Learning outcomes
- Write more efficiently
- Understand the functions of different kinds of reports, especially evaluations and proposals
- Adapt and focus the writing on the needs of the target audience
- Organise material effectively to support explanations and arguments
- Create effective summaries and introductions – and clearly understand the difference between the two
- Improve the style of their text on three levels: paragraph, sentence, word
- Improve their presentation of material to make it easier to navigate

Benefits
Participants will benefit from being able to produce useful and relevant documents which will help their managers and colleagues make better-informed, more efficient decisions.

Course structure highlights
- Why does writing well matter?
- Identifying what makes writing effective
- Overt messages and hidden messages
- Key principles of functional writing
- Evaluations and proposals: objectives, audience, structure
- Time management: a structural approach to writing
- Getting to the point: summarising and grouping
- Chunking and sequencing: core planning techniques
- Six modes of explanation
- Persuasion in three dimensions
- Logic: deductive and inductive
Speech-making is a requirement for most business leaders, politicians, civil servants and other figures in the public eye. Some write their own speeches; others delegate the task to speechwriters. This workshop looks at a variety of techniques used to produce successful speeches that can engage an audience.

**What is it about?**

Speech-making is a requirement for most business leaders, politicians, civil servants and other figures in the public eye. Some write their own speeches; others delegate the task to speechwriters. This workshop looks at a variety of techniques used to produce successful speeches that can engage an audience.

**Who should attend?**

This course is aimed at everyone who is involved in the production of speeches and presentations, whether researching and writing their own, or someone else’s.

**Learning outcomes**

- Identify the profile of your speaker and the purpose of the speech
- Use a toolkit of techniques for structuring speeches that make an impact
- Employ methods to inject colour, drama and impact into speeches and presentations
- Gain confidence in your ability to write a strong speech
- Establish and maintain rapport to keep the attention of the audience
- Audience analysis – demographic analysis and a basic overview of neuro-linguistic programming

**Benefits**

Participants will benefit from being able to produce speeches that are more competent and credible, enhancing their speaker’s ability to influence decision makers and gain acceptance of ideas.

**Course structure highlights**

- Research and outline your speech
- Set objectives
- Write with the audience in mind
- Craft powerful openings and memorable conclusions
- Anticipate questions and craft answers with brevity and impact
- Develop the best speech structure
- Learn from the techniques used by great orators
- Season your speech with quotations, humour and anecdotes
- Tailor a speech to the speaker’s style
When we write for a living as communications or business professionals we regularly stagnate, finding tasks routine and mundane. This course will help you to tap into your creativity and incorporate it into everyday writing tasks. It will also offer advice and techniques on how to overcome writer’s block and approach writing in a more structured and effective way.

- Produce creative, compelling copy that engages your readers
- Write more fluently on any topic, for any purpose
- Boost your confidence in your own creative ability
- Find fresh new approaches to well-worn topics
- Write faster and more fluently
- Be organised and efficient in the writing process
- Plan your work and structure your piece
- Banish ‘writer’s block’ forever.

**Benefits**

Participants will benefit from this injection of creativity and return to writing refreshed and enthusiastic about trying new styles and techniques.

**Course structure highlights**

- Writing to communicate and engage
- The three golden rules of effective writing
- Injecting colour and movement with different techniques
- Analysing the audience
- Creating a simple message for impact
- Choosing words wisely
- Removing jargon and technical language
- Using metaphors, anecdotes and examples

---

**WRITING BROCHURES**

**What is it about?**

Presenting a captivating and clear message to persuade your market

Capturing your message in a brochure or leaflet requires careful planning and precise writing. This workshop shows you how to capture the essence of your product or service and drive enquiries. Whether you work in a creative agency or in-house, brochures and leaflets are your product or service showrooms, this practical course helps you write compelling copy that really works.

**Who should attend?**

This workshop would benefit anyone in business and is relevant for all those involved in writing, editing or reviewing brochures and leaflets.

**Learning outcomes**

- How to create immediate impact with your brochure
- How to tell a compelling story
- How to develop effective themes in longer print collateral, such as brochures
- Understanding the balance of imagery and its effect
- How to gain response/interaction from your brochure
- How new technologies impact on traditional writing
- Managing word choice and sentence structure to get your message across

**Benefits**

This course encourages writing teams to plan and write brochures or leaflets that exceed expectations and drive sales and enquiries. Participants will examine best practice structure, how to sell using benefits and write compelling copy that will influence readers and impress work colleagues.

**Course structure highlights**

- Planning and structuring a brochure or leaflet
- Collateral from front to back
- Selling on benefits not just features
- Effective headlines and titles
- Barriers to communicating your message
- Balancing words and pictures
- Using clear, plain English
- E-brochure writing
REPORTING ON DISASTERS AND CRISES – 5 DAYS

Producing clear, compelling news reports on disasters in an ethical manner

What is it about?
This course provides journalists with guidance on how to handle the challenges and techniques involved in covering international-scale crises and disasters, using Reuters and other world news organisations as a model. We will concentrate on natural disasters and humanitarian crises of all sorts, and the special problems that can arise in covering them. The Thomson Reuters Foundation AlertNet service (www.alertnet.org) will provide a central resource during the course.

Who should attend?
The course is aimed primarily at journalists with two to eight years’ experience who write for an international audience, or seek to.

Learning outcomes
- Techniques for structuring an ongoing story for a broad international audience
- Tips to write clear, simple, balanced and eye-catching copy under pressure
- Crisis news editing
- Locating good news sources in an emergency
- Dealing with the emergency relief services
- Interview techniques, especially problem areas involving trauma victims

Benefits
Following this course you will have the knowledge and ability to report efficiently and effectively on disasters and crises.

Course structure highlights
- Breaking news: moving fast and carefully avoiding confusion
- Structuring and packaging news
- Basic reporting skills: clarity, brevity, accuracy
- Who are your sources? Evaluating sourcing
- Editing and proofing skills under pressure
- Journalism ethics and how to navigate dilemmas
- Interview skills: dealing with hostile or stressed officials, as well as traumatized people
- Common pitfalls and guidance
- Live scenarios to test behaviour under pressure
- Keeping safe in dangerous situations
- When the story slows down: how to keep reporting fresh angles

REPORTING WOMEN

Giving women a voice and witnessing the world through women’s eyes

What is it about?
This 5-day intensive course is a lively and practical seminar designed to help journalists refine their skills, with particular emphasis on the coverage of women’s issues, their opinions and rights. The themes covered include: choosing the best angle for your story; getting women to speak up; presentation skills and writing for greater impact; bringing narrative quality in the News Organization (story-telling); ethics and fact-checking; conveying a local (or national) story for a global audience; critical assessment of women’s issues coverage in the global media and safety for female journalists. We will also explore what female perspectives can specifically bring to media coverage of any event or given situation.

Who should attend?
All applicants must have two years of professional experience as journalists or as regular contributors to broadcast or print media. They must show a strong interest in women’s issues and a commitment to journalism in their host countries.

Learning outcomes
- Women as subjects - Getting people to talk to you
- Survey of how the media covers women’s issues
- Enhancing your reporting skills: Fact-checking and accuracy; tips on narrative journalism
- Ethics and safety for female journalists
- Study of women as subjects and characters
- Tips to find your voice as a non-fiction writer/broadcaster
- Tips to conduct better interviews

Benefits
Participants will benefit from a deeper understanding of issues surrounding women’s rights and gender equality. They will be better equipped to report on these issues with depth, sensitivity and responsibility.

Course structure highlights
- Themes of Reporting Women
- Women as Subjects – getting them to speak
- Giving women a voice: what voice should I choose?
- Protecting Sources.
- Women in the Media – Stereotypes and regional considerations.
- National/Local Stories for a Global Audience
- Building Quality in the News Organization
- Networking with women globally
- Good and Bad Countries
- Ethics and the journalist
- Acting as Advocates