



WRITING SKILLS

Like everything we do, all our training courses are tailor-made.

We usually cover:

- Effective writing for newsletters and news releases
- Effective words and sentences
- Quotes that work
- Structuring news releases and newsletters
- Intros and copy sequence
- Interview skills for writers

A typical day:

- 0930** Introductions and objectives
- 0940** Practical exercise – assessing good and bad writing
- 1000** Discussion and theory
- 1010** Practical exercise – short words and positive words
- 1030** Practical exercise – jargon, descriptive words and active words
- 1100** Coffee break
- 1115** Practical exercise – sentence structure and length
- 1200** Discussion and theory
- 1215** Practical exercise – writing a news story (or news release)
- 1300** Lunch
- 1400** Feedback from morning session
- 1405** Discussion and theory
- 1415** Practical exercise – grabbing readers’ attention - the intro
- 1500** Tea break
- 1515** Practical exercise – putting facts in order
- 1545** Practical exercise – getting the right facts and quotes
- 1615** Review of the day
- 1630** Close



WHERE DO WE TRAIN?

At the client's premises or at a purpose-equipped training venue, TV or radio studio. We can also bring camera and recording equipment to your premises for media interview and presentation skills training.

HOW LONG IS TRAINING?

Anything from half a day to a week.

9.30am to 4.30pm is our typical training day with an hour for lunch, plus short refreshment breaks mid morning and afternoon.

HOW MANY PEOPLE CAN WE TRAIN?

Between 1 and 15. Smaller groups are best for 1:1 practice and attention. 6-8 is the maximum for a day of intensive media interview and presentation skills training with a single trainer.

WILL IT BE TAILORED?

We always create a training package that's suited to your skill levels and needs. We provide summary course notes and handout materials as part of the package.

OUR TRAINERS

Our trainers all have national media and broadcast experience at senior level.

OUR TRAINING STYLE

We like training to be challenging, fun and hands on, with plenty of practical experience and discussion because that's how we think you learn best.

HOW MUCH DOES IT COST?

We charge for our time and expertise, including preparation. Prices start at £500 per trainer per day and rise to around £3500 for a full day's media training with a team of trainers in a tv studio.

CONTACT

We're happy to offer advice on the right training package and a full quote. Call Paul Wastell on 020 8881 3598 or email us at info@pwc-pr.co.uk