

Write for digital platforms and get noticed by your audience

+44 (0) 800 211 8531 | [info@themarketors.com](mailto:info@themarketors.com) | [www.themarketors.com](http://www.themarketors.com)



### Workshop Overview

This practical course will show you how to find the right content and write about it in an engaging, informative and stimulating way. It covers layout and design techniques to capture your readers' interest and hold their attention.



### Benefits

By attending this workshop, you will become more confident and structured in your approach to carrying out research, identifying quality stories, selecting and editing content.



### Who should attend ?

This workshop is ideal for anyone who has responsibilities for internal communications. Typically, delegates will be in the marketing function, but the course is introductory, so no prior knowledge is necessary.

### Outcomes & Content

- ✓ What makes corporate publications successful
- ✓ Comparing different types of publications
- ✓ Becoming a news hound, finding good stories
- ✓ Working with contributors
- ✓ Carrying out effective research
- ✓ Arranging and carrying out interviews
- ✓ Writing copy that interests readers
- ✓ Adapting writing styles to suit readership
- ✓ Corporate and human-interest balance
- ✓ Editing copy without offending others
- ✓ Designing eye-catching and effective layouts

