



### **Effective press release writing**

Getting publicity for your organisation is a great way of reaching new customers. The challenge is to produce press releases that will get published. So what makes a good story and what's the best way write and present it. This workshop provides everything you need to know about press release writing - and a bit more into the bargain.

The workshop will cover:

- What journalists want from releases
- What makes a good story?
- Ordering your information
- Style and format
- Structuring and producing News releases
- Writing case studies
- Using journalistic language
- What we can learn from other writers

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