



Writing for in-house magazines and intranets

Packed with writing exercises and useful hints and tips, this workshop will give attendees the skills to handle the sometimes daunting task of writing for in-house magazines and intranets with greater confidence.

- Writing for different readerships
- How people read
- Structuring and writing news stories
- Writing feature articles
- The main elements of effective writing for intranets.
- To scroll or not to scroll: how long should intranet copy be?
- Writing exercises
- Editing your own work

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