

SHORT COURSE - GENERAL



Creative Writing for Publications



DATE: 17 NOVEMBER 2010
TIME: 9.30AM – 1.00PM
COST: £95
TUTOR: JAMES FILLEUL
DIRECT INPUT
VENUE: GTA UNIVERSITY CENTRE

Course Outline:

- Guidelines for creative writing – the golden rules
- Voice, tone and vocabulary – how to reach different audiences
- Feature writing - dropped intros, quotations and analogies
- Researching and writing powerful case studies
- Creative writing for websites
- Editing – the tools to sharpen up copy and write to length.

This course is a follow on from the 'How to produce effective PR copy course'.

Tutor Profile: James Filleul is a former news editor of BBC Jersey, where he managed a team of journalists and set the daily news agenda. He is now the Managing Director of Direct Input, a Channel Island PR and Training company, which runs specialist communications courses. James is a high-profile figure in the Island's business communities. He has hosted the annual Institute of Directors awards dinner, presented Chamber of Commerce debates and is a regular public speaker at a variety of corporate functions.

How many of the articles, websites or publications that cross your desk every day hold your attention and capture your imagination? This half-day workshop on writing creatively for features, business publications and websites will teach you the skills for producing effective and imaginative copy. The course will explain the golden rules for creative writing, the use of good vocabulary and how to research and write powerful case studies that attract attention and ultimately get published.

The course will explain the different writing styles and how 'authors' can achieve the right voice and tone for their intended audience. Delegates will learn different skills and techniques to capture readers attention from the first paragraph, including use of quotations, statistics and analogies. The course will also concentrate on communicating key news and sales messages in different ways.

Target Delegates:

- Anyone responsible for preparing newsletters, articles, brochures, features and website copy
- Anyone tasked with raising the media profile to gain recognition for products, services or aims
- Marketing managers/executives and MarComs managers /executives.



DIRECT INPUT
ADVANTAGE THROUGH INSIGHT

For further information please contact us or visit our website
GTA University Centre
Richmond House, Ann's Place, St. Peter Port GY1 2NU
T: 01481 721555 F: 01481 701155
E: admin@gta.gg W: www.gta.gg

Creative Writing for Publications

17 November 2010

£95

Delegate Name
Mr/ Mrs/ Miss/ Ms

Company Name:.....

Address:.....

Contact Number:..... Email:.....

Training Officer: Email:.....

Contact Number:..... Fax Number:

I have read the terms and conditions below and enclose a cheque for £.....made payable to the GTA University Centre.

Signed..... Date.....

Please quote the course name and date in all correspondence

I would like to receive further information on GTA courses.

kw/ 101

TO REGISTER: Please complete this registration form and return it with your payment to the address below.

CONFIRMATION: A letter will be sent to you before the event. If you do not receive one, please contact us.

CANCELLATIONS: All cancellations must be made in writing. A fee of 100% will be levied in respect of any cancellation made less than 14 days prior to the commencement of the course. A fee of 50% will be levied for cancellations made between 21 and 14 days prior to commencement. A substitute delegate can be named at any time.

SPECIAL ARRANGEMENTS:

If you have a disability and require special arrangements, please inform the GTA at the time of registration.