

## Press Release Writing Workshop

*Do you work in communications and do you want to learn how to write effective press releases for public relations purposes? Join our one-day workshop in The Hague and learn more.*

Press releases are nowadays online texts with a purpose of conveying newsworthy information to journalists and also frequently to a wider audience. They are generally short, to-the-point and fact-based.

Sadly, many organisations still do not see the value in writing press releases and find this to be an 'old-school' approach to disseminating updates. However, using press releases as part of an online communications strategy can have a profound impact on your organisation's visibility, specifically in search engines. Therefore, this can result in increased views of your website and content as well as higher rankings.

**Ability Level:** Beginners to Intermediate

**Language:** English (you need to have at least a B1 level of English to fully participate). You are welcome to do the practice exercises in the language of your choice.

**Course Duration:** One-day workshop (from 10am – 3pm)

### Course Outcomes:

1. Understanding Press Releases
2. Cross-Platform Strategy and Objectives
3. Organisational Mission, Vision and Values
4. Knowing Your Audience
5. Structure and Formatting Considerations
6. Finding a Hook / Angle
7. Crafting Effective Headings
8. Tone and Style Considerations
9. Incorporating Quotations
10. Search Engine Optimization (SEO) Requirements
11. Establishing Transitions and Flow
12. Editing / Distribution / Publication