



Date of Commencement: 12, 14, 19 & 21 Oct 2011

Duration: 4 evening sessions

Time: 7.00pm - 9.30pm

Venue: IACT College

Fees: RM350 per participant

HRDF Training Grant: SBL

**T**his workshop teaches participants to produce effective newsletters, develop a systematic and creative writing and editing environment. Participants will also learn the appropriate use of language.

### Objectives:

Upon completion of this course, participants will:

- effectively source for relevant information.
- enhance the knowledge and skills in various newsletter writing styles and techniques.
- learn to reflect the editorial content and company image.

### Contents:

- Guidance on the editorial role and policy
- Newsletter Writing Styles and Techniques
- Editorial Content – Edit, Design and Layout
- Use of Language
- Importance of Electronic Newsletters – Support to the Print Medium

**Suitable for PR Executives, Writers, Marketers.**