

CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

Get equipped for the future

Essential training for modern PR

TRAINING PROGRAMME 2024



Choose CIPR training

Upgrade your PR skills and boost your performance with our industry-leading training.

With over 60 courses offered virtually, in-person and on-demand, our extensive training programme empowers you to master practical PR skills, develop strategic approaches and explore new areas of practice.

Whether you are a PR newcomer, adapting to a new role, or simply want to keep your skills current – choose the CIPR for your next course and leave with the know-how and confidence to do things differently.

Why train with the CIPR?

- We are the PR industry's leading training provider, boosting the skills of more than 2,000 PR professionals every year.
- We work with the best trainers in the PR and communications field - all are rigorously assessed before joining our programme.
- We offer more than 60 course topics to help PR teams master core PR skills and keep up with topics like AI and ESG.
- Our courses provide up-to-the minute learning through relevant case studies and examples of practice.
- Our courses are designed to be practical so that you can apply your learning right away.

"Every now and then, you undertake training that you know makes a real difference and will help shape your thinking for years to come. Thank you for your fabulous ESG session."

Emma Webster MCIPR, Lifestory Group

Courses for everyone



Open courses

Join us for a day of inspiration and insight in real life in London or take part in live virtual courses from any location.



On-demand courses

Experience CIPR training when and where you want with our bitesize and affordable on-demand courses.



In-house courses

Ask us to design a training day to fit your business, tailor our open courses to suit your team, or bring our training to you. [Email](#) our training team to find out more.

Accessibility and inclusion

Equity, diversity and inclusion matters to us at the CIPR. Taking measures to ensure our training courses are accessible to everyone is an everyday part of what we do.

Our open course venues offer wheelchair access and facilities, hearing loops, facilities for assistance dogs and quiet spaces.

Our trainers are versed in providing accessible and inclusive learning experiences, and our on-demand courses are delivered on an innovative and accessible e-learning platform.

We're here to support you so please [email our team](#) to let us know how we can adapt our training to meet your unique needs.

Book your course

When you find the perfect course and you are ready to book, registering for a place is easy. Simply follow the course link and register for yourself or someone else. You'll need to log into your CIPR account or create one if it's your first time with us. You can make payment with a debit or credit card or opt to receive an invoice.



Stretch your training budget further

Members pay less

By becoming a member, you or your employer can save up to £200 per course. Membership gives you access to unrivalled opportunities for learning, development and growth. [Find out more](#) and become a member before you secure your next course.

10% off when you book three or more

Add three courses to your cart and save 10%. Just apply code 'multiple' at the time of booking.



Make your training count with CIPR CPD

[CIPR CPD](#) is our Continuing Professional Development scheme. It's exclusive to members and it allows you to plan, record and reflect on the knowledge and skills you gain throughout the year. All CIPR training counts towards CPD and CIPR accreditation.

CPD★



Courses in 2024

In-person | Virtual | On-demand



Course categories



AUDIO VISUAL MEDIA

Live video streaming

Gain the technical knowledge and understand the right strategies to engage with your audiences online and cultivate a strong social media following.

1 day

Level: **Beginner**

Virtual 01-Mar 26-Jun 07-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Smartphone video creation & editing

Use smartphone video to effectively promote your messages online and bring some of your video production in-house.

1 day

Level: **Beginner**

London 14-Mar 14-May 23-Jul 06-Dec

Price: Member: £475 + VAT Non-member: £625 + VAT

Virtual 09-Oct

Price: Member: £410 + VAT Non-member: £545 + VAT

Storytelling

Learn to develop your communication by sharing compelling narratives that inspire individuals to take action.

1 day

Level: **All**

Virtual 06-Feb 03-Apr 15-May 26-Jun 10-Sep 12-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

CRISIS AND REPUTATION

Artificial intelligence and reputation management

1 day

Level: Advanced

Explore AI's influence on PR roles, relationships, and reputations, along with its ethical, leadership and strategic implications.

Virtual 11-Mar 25-Jun 26-Sep 29-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Creating your crisis communications plan

1 day

Level: Intermediate

Empower yourself to craft a crisis communications plan tailored to your organisation, safeguarding reputation in the face of challenging times.

London 17-Apr 17-Sep

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 07-Feb 19-Jun 26-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Crisis communication

1 day

Level: Intermediate

Navigate the theory and practice of issue and crisis management. Gain the skills to take appropriate action before, during, and after a major incident to become a powerful advocate for your organisation.

London 13-Jun 18-Oct 04-Dec

Price: Member: £475 + VAT Non-member: £625 + VAT

Virtual 14-Mar 13-Aug

Price: Member: £410 + VAT Non-member: £545 + VAT

Crisis communication (On-demand)

Level: All

Develop a better understanding of issues turning into crisis, how to create a crisis communications plan, how to respond to a crisis in an effective manner and more.

E-learning platform Six months' access

Price: Full series: £250 + VAT Per Module: £37.50 + VAT

CRISIS AND REPUTATION continued

Handling media interviews

1 day

Level: Beginner

Get acquainted with the key lessons of media training and take the opportunity to practise those techniques on camera in a range of simulated interviews.

London 12-Jun 17-Oct 03-Dec

Price: Member: £475 + VAT Non-member: £625 + VAT

Virtual 13-Mar

Price: Member: £410 + VAT Non-member: £545 + VAT

Internal communication in a time of crisis

1 day

Level: Intermediate

Delve into the role of internal communication during a crisis and explore how to best inform and engage your internal community in varied scenarios.

London 08-Nov

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 20-Mar 30-Jun 13-Jun 04-Sep

Price: Member: £365 + VAT Non-member: £495 + VAT

Reputation management

1 day

Level: Advanced

Explore PR's role in reputation management, addressing issues, performance management, reputation building and reputation recovery.

London 14-Nov

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 24-Jan 05-Mar 12-Jun

Price: Member: £365 + VAT Non-member: £495 + VAT

Risk, issues management and crisis

1 day

Level: Advanced

Learn how to integrate reputational risk into an organisation's procedures to predict and prevent crises, and reduce reputational harm during incidents.

London 14-Aug

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 19-Feb 23-Apr 27-Jun 15-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

DIGITAL PR AND SOCIAL MEDIA

Content management

Receive guidance on crafting a content strategy framework, creating and distributing content, and assessing PR-driven content marketing results.

2 days

Level: Intermediate

London 18-Jun

Price: Member: £595 + VAT Non-member: £795 + VAT

Virtual 05-Mar 18-Sep 12-Nov

Price: Member: £515 + VAT Non-member: £725 + VAT

Google Analytics

Understand how to effectively use Google Analytics to quantify and demonstrate the value of PR and social media efforts.

1 day

Level: Beginner

Virtual 08-Mar 07-Jun 08-Aug 16-Oct 21-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Introduction to AI

Examine how AI can enhance the efficiency and effectiveness of PR campaigns across the entire spectrum of public relations activities.

2 days

Level: Beginner

London 23-Jan 06-Jun 25-Sep 02-Dec

Price: Member: £555 + VAT Non-member: £760 + VAT

Virtual 09-Apr

Price: Member: £555 + VAT Non-member: £760 + VAT

LinkedIn for PR professionals

Learn to seamlessly integrate LinkedIn into your PR strategy, including setting objectives, identifying opportunities, selecting tactics, allocating resources and establishing governance.

1 day

Level: All

London 26-Sep

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 12-Mar 09-Jul 27-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

DIGITAL PR AND SOCIAL MEDIA continued

Effective media relations in the digital era	1 day	Level: Intermediate
Gain an introduction into the modern media landscape, navigating it, building lasting media relationships, and getting practical insights on journalists' use of social media.	London 27-Mar 24-Apr 11-Sep 05-Nov	Virtual 25-Jan 27-Feb 18-Jun 12-Dec
	Price: Member: £420 + VAT Non-member: £570 + VAT	Price: Member: £365 + VAT Non-member: £495 + VAT
Paid media management	1 day	Level: All
Simplify the integration of paid social media into your PR strategy by using it to set goals, identify opportunities, choose strategies and more.	Virtual 29-Feb 16-Apr 17-Jul 29-Oct 09-Dec	
	Price: Member: £365 + VAT Non-member: £495 + VAT	
PR & SEO	1 day	Level: Beginner
Delve into the intricate world of Google search engine rankings, explore the factors that influence results and gain a foundation in the tools necessary for informed decision-making in search, PR and content strategies.	Virtual 13-Mar 04-Nov	
	Price: Member: £365 + VAT Non-member: £495 + VAT	

DIGITAL PR AND SOCIAL MEDIA continued

Social media management

Plan, manage and evaluate your social media activity using practical insights into the most cost-effective tools and techniques.

1 day

Level: Intermediate

London 10-Sep

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 06-Jun 18-Jan 20-Mar 08-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Social media strategy

Learn how to seamlessly blend social media and digital into your PR strategy by setting objectives, identifying opportunities, assigning resources and defining metrics.

1 day

Level: Advanced

Virtual 14-Feb 17-Apr 18-Jul 22-Oct 03-Dec

Price: Member: £365 + VAT Non-member: £495 + VAT

"How do you know you've been on a cracking course? 15 pages of notes, head full of ideas and the confidence now to go smash this podcast!"

Andrea Heslop MCIPR, UK Home Office

INTERNAL COMMUNICATION

Change communication

1 day

Level: Intermediate

Drawing on extensive psychological research, this course dispels the myth of change aversion and provides strategies to overcome resistance to change.

London 16-May 30-Jul 12-Sep 13-Nov

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 08-Feb 12-Mar 29-Oct 06-Dec

Price: Member: £365 + VAT Non-member: £495 + VAT

Communication and culture

1 day

Level: Advanced

Learn to spot organisational cultures and foster high engagement. Explore the formation of national and organisational cultures and leadership's influence on culture.

Virtual 19-Mar 28-Jun 25-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Employee engagement

1 day

Level: Advanced

Deepen your grasp of employee engagement and learn to apply effective, authentic strategies using theoretical models and real-world examples.

London 29-Apr 04-Nov

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 31-Jan 06-Mar 27-Jun 05-Sep 11-Dec

Price: Member: £365 + VAT Non-member: £495 + VAT

Mastering ESG In Internal Communication

1 day

Level: Intermediate

ESG's role in internal communication is now crucial. This course covers ESG reporting intricacies and its substantial impact on stakeholder engagement, company reputation and brand value.

London 11-Jun

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 01-Feb 17-Sep 12-Dec

Price: Member: £365 + VAT Non-member: £495 + VAT

INTERNAL COMMUNICATION continued

Introduction to internal communication

1 day

Level: Beginner

Discover the positive impact of internal communication on organisational performance and get practical tips for a successful start in your internal communications career.

London 06-Jun 25-Apr

Price: Member: £420 + VAT

Non-member: £570 + VAT

Virtual 01-Feb 30-Sep 27-Nov

Price: Member: £365 + VAT

Non-member: £495 + VAT

Strategic internal communication

1 day

Level: Advanced

Equip yourself with tools to create a powerful internal communications strategy that fosters strategic thinking in your interactions with internal stakeholders.

London 30-Apr 05-Nov

Price: Member: £420 + VAT

Non-member: £570 + VAT

Virtual 18-Jan 28-Feb 28-Jun 07-Mar 06-Sep

Price: Member: £365 + VAT

Non-member: £495 + VAT

“The course was fantastic and exactly what I needed at this point in my career. It will shape my company’s entire internal communications strategic plan.”

Zoe Lukic

MANAGEMENT AND LEADERSHIP

Account management

1 day

Level: Intermediate

Take control and responsibility for shaping and delivering PR campaigns. Acquire strategies to stay on top of your workload, inspire and manage staff effectively and expertly plan and track campaigns.

London 17-Sep

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 20-Feb 23-Apr 05-Jul 19-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Artificial intelligence and reputation management

1 day

Level: Advanced

Grasp AI's evolving impact on PR, including its potential to alter relationships and reputations. Delve into the ethical, leadership and strategic aspects of AI in PR.

Virtual 11-Mar 25-Jun 26-Sep 29-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Designing your ESG communication strategy

1 day

Level: Advanced

Effortlessly integrate sustainability into your communication and business plans, fostering trust and credibility with stakeholders by sharing challenges and successes.

London 26-Mar 13-Jun 28-Nov

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 19-Feb 25-Sep

Price: Member: £365 + VAT Non-member: £495 + VAT

Effective people management

1 day

Level: Intermediate

Explore self-management, emotional intelligence and personal effectiveness in overseeing individuals and teams with a focus on motivation, delegation and addressing underperformance.

London 26-Mar 21-Aug

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 26-Jan 20-Jun 24-Oct 10-Dec

Price: Member: £365 + VAT Non-member: £495 + VAT

MANAGEMENT AND LEADERSHIP continued

High performing PR leadership

1 day

Level: Advanced

Enhance team productivity through empowerment. Explore your preferred leadership style, develop your coaching skills, and gain new tools and techniques to motivate others and get the best out of people.

London 28-Jun 18-Oct

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 14-Feb 08-Aug 05-Dec

Price: Member: £365 + VAT Non-member: £495 + VAT

Strategic thinking in PR

1 day

Level: Advanced

Explore different strategic thinking approaches and learn to make strategic thinking a habit so that you can confidently provide strategic counsel to senior colleagues and clients.

London 24-Apr 03-Dec

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 19-Jan 07-Mar 05-Jun 15-Aug 16-Oct

Price: Member: £365 + VAT Non-member: £495 + VAT

The role of psychology in campaign design

1 day

Level: Advanced

Understand the potential of psychology in amplifying the influence of your campaigns on stakeholder attitudes and behaviours. Use psychological principles to segment your audience, capture attention, and shape emotions and actions in favour of your brand.

London 28-Nov

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 23-May 25-Jan 21-Mar 18-Jul 03-Sep

Price: Member: £365 + VAT Non-member: £495 + VAT

ESG communication (On-demand)

Level: All

Gain a comprehensive understanding of ESG, including demystifying each element, its history, the reporting frameworks and laws that surround it.

E-learning platform Six months' access

Price: Full series: £180 + VAT Per Module: £47.50 + VAT

PERSONAL DEVELOPMENT

Building resilience

1 day

Level: All

Recognise the nature of stress and resilience, understand how you currently respond and develop a new psychological toolkit for facing stress, change and challenge.

Virtual 18-Mar 27-Jun 20-Sep 12-Dec

Price: Member: £365 + VAT Non-member: £495 + VAT

Creative communications: Creativity for PR professionals

1 day

Level: Intermediate

Come up with creative ideas more easily, discover the value of creativity, and learn to run better brainstorm and sell creative ideas.

London 26-Mar 06-Jun 24-Sep

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 27-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Creative thinking: Increasing your creative capacity

1 day

Level: Intermediate

Tap into and harness the creative abilities of yourself and others. Appreciate the importance of divergent thinking, learn a range of creative thinking methods, and discover tools and techniques to generate ideas and solve problems.

London 26-Mar 06-Jun 24-Sep

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 27-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Equity, diversity & inclusion (On-demand)

Level: All

The series highlights the importance of considering diverse perspectives, cultural sensitivities and representation in our communication strategies. You'll also gain a solid understanding of EDI practices within public relations.

E-learning platform Six months' access

Price: Member: Series 1 Free
Non-member: £30 + VAT

PERSONAL DEVELOPMENT continued

Positive influencing skills

1 day

Level: All

Master negotiation for win-win results through effective communication. Learn the principles of effective negotiating and influencing, see them in action, and gain the skills to navigate challenging dynamics.

London 27-Jun 02-Oct 04-Dec

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 08-Feb 16-Apr

Price: Member: £365 + VAT Non-member: £495 + VAT

Public speaking and presentation skills

1 day

Level: All

Boost your public speaking confidence by practising new techniques in a supportive setting and receiving professional coaching and feedback.

London 22-Feb 28-Mar 14-Jun 13-Sep 05-Nov 06-Dec

Price: Member: £420 + VAT Non-member: £570 + VAT

Time management and personal effectiveness

1 day

Level: All

Cultivate a positive and effective approach to time and workload management. Acquire skills to eliminate, delegate and streamline tasks. Dive into understanding the causes of procrastination and discover actionable solutions.

London 04-Jun 20-Aug 11-Dec

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 07-Feb 10-Oct

Price: Member: £365 + VAT Non-member: £495 + VAT

Ethics (On-demand)

Level: All

Understand the importance of ethics to the profession, what it means to be an ethical practitioner and how to evaluate client requests, strategic options and campaign outcomes to ensure that you uphold your professional integrity.

E-learning platform Six months' access

Price: Member: Free Non-members £30 + VAT

PLANNING, MEASUREMENT & EVALUATION

Agile thinking

Embark on a journey into agile project management and its dynamic application in PR. Elevate your project management skills, discover agile tools, and witness how they streamline the delivery of efficient, timely and cost-effective programmes.

1 day

Level: All

London 18-Nov

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 11-Jun 12-Mar 08-Oct

Price: Member: £365 + VAT Non-member: £495 + VAT

Creating a PR strategy

Uncover the pivotal role of strategy in PR planning, execution, and management. Learn the art of crafting effective PR strategies and how to seamlessly integrate them into corporate strategies.

1 day

Level: Intermediate

Virtual 01-Mar 05-Jun 01-Oct 28-Nov

Price: Member: £365 + VAT on-member: £495 + VAT

Data-driven communication

Discover the potency of data-driven PR strategies, including data analysis and visualisation essentials that enhance persuasive communications.

1 day

Level: Intermediate

Virtual 25-Jan 19-Mar 22-May 25-Jul 27-Sep 28-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Data protection & GDPR (On-demand)

Navigate data protection laws seamlessly while exploring the fundamental principles and motivations for integrating best practices in data protection.

Level: All

E-learning platform Six months' access

Price: All Series: £290 + VAT Per Series: £35 + VAT

PLANNING, MEASUREMENT & EVALUATION continued

Introduction to PR

Introducing various communication tools, and engaging in exercises to enhance your writing, planning, and relationship-building skills for success in early and mid-level PR roles.

2 days

Level: **Beginner**

London 27-Mar 16-Apr 10-Oct

Price: Member: £595 + VAT Non-member: £795 + VAT

Virtual 08-Feb 11-Jun 14-Aug 09-Dec

Price: Member: £515 + VAT Non-member: £725 + VAT

Measuring and evaluating PR

Explore planning and measurement, setting objectives and choosing the right measures. Learn to align PR campaigns with business goals, disprove the discredited AVE measure, and prioritise research as the foundation for PR campaign planning.

2 days

Level: **Intermediate**

London 12-Jun

Price: Member: £595 + VAT Non-member: £795 + VAT

Virtual 22-Feb 11-Sep 05-Nov 10-Dec

Price: Member: £515 + VAT Non-member: £725 + VAT

PR campaign planning

Discover the process of crafting a comprehensive PR campaign from start to finish. Gain insight into the step-by-step approach, from setting objectives to evaluating outcomes.

1 day

Level: **Beginner**

Virtual 30-Jul 11-Dec

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 18-Mar 23-Jan 21-May 19-Sep

Price: Member: £365 + VAT Non-member: £495 + VAT

Pitching for business (On-demand)

A guide to effectively pitching for new business, covering the entire process from brief to the final review. Learn how to craft and deliver a compelling, memorable pitch.

Level: **All**

E-learning platform Six months' access

Price: All Series: £300 + VAT Per Series: £40 + VAT

PLANNING, MEASUREMENT & EVALUATION continued

Stakeholder engagement

Delve into the concept of stakeholders and receive expert guidance on effective engagement strategies to accomplish organisational objectives.

1 day

Level: Intermediate

London 06-Mar 02-Jul 08-Oct 20-Nov

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 15-Feb 22-May

Price: Member: £365 + VAT Non-member: £495 + VAT

“Excellent day learning about successful PR campaign planning. Really interesting to learn more about different campaign stakeholders and evaluating PR success.”

Rory Codd, Harper Collins

PUBLIC AFFAIRS

Disinformation, misinformation and malinformation

In a 'post-truth' world, this course tackles PR challenges in a dynamic media landscape, offering practical guidance to reach your audience effectively amid the noise.

1 day

Level: Intermediate

Virtual 04-Mar 06-Jun 26-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Practical public affairs

Gain a comprehensive understanding of the skills required for lobbying and political communication, dispelling myths and developing practical skills in public affairs.

1 day

Level: Intermediate

London 25-Jun 03-Oct

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 04-Mar 30-Jul 21-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

British politics in a time of change

Explore the evolving landscape of British politics and equip yourself with the knowledge you need to write a compelling situation analysis.

1 day

Level: Intermediate

Virtual 29 Feb 06-Jun 21-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

WRITING AND EDITORIAL

Grammar and proofreading skills

1 day

Level: All

Raise your writing game by learning key grammar and punctuation rules, handy tips for error prevention and effective proofreading techniques.

London 20-Mar 22-Aug

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 23-Jan 04-Jun 19-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Introduction to speechwriting

1 day

Level: Beginner

Craft impactful speeches for any audience. Dive into classic theories, master practical speech prep, and gain transferable skills for presentations, debates or TedTalks.

London 20-Jun 21-Nov

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 06-Mar 09-Sep

Price: Member: £365 + VAT Non-member: £495 + VAT

Mastering the art of copywriting

2 days

Level: Advanced

Master persuasive writing by learning how to make your copy relevant, memorable and effective.

London 05-Mar 14-Jun 24-Oct 14-Nov

Price: Member: £595 + VAT Non-member: £795 + VAT

Virtual 30-Jan 28-Mar 15-May 29-Aug 06-Nov

Price: Member: £515 + VAT Non-member: £725 + VAT

Professional business writing

1 day

Level: Intermediate

Explore the art of professional writing, learning the intricacies of crafting compelling proposals, detailed reports and persuasive belief-based content.

Virtual 14-Mar 11-Jul 15-Oct 28-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

WRITING AND EDITORIAL continued

Writing better press releases

1 day

Level: All

Discover the art of crafting impactful news releases that convey your organisation's messages and contribute to enhancing its reputation.

London 06-Jun 30-Sep 03-Dec

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 13-Feb 13-Mar 01-Aug 11-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Writing content for company media

1 day

Level: Intermediate

Learn the techniques for creating captivating and compelling content for your organisation's print and digital publications, e-zines, emailers and blogs.

London 18-Jun 26-Nov

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 26-Mar 19-Sep

Price: Member: £365 + VAT Non-member: £495 + VAT

Writing for impact and creativity

1 day

Level: All

Tap into your creativity and incorporate it into everyday writing tasks. Discover how to overcome writer's block and approach writing in a more structured and effective way.

London 04-Mar 25-Apr

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 30-Jan 19-Jun 03-Oct 13-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

Writing for the web and beyond

1 day

Level: Intermediate

Produce high-quality and engaging written copy for websites, blogs, social media and other online platforms, including SEO and writing prompts for AI.

London 28-Mar 16-Sep

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 06-Feb 24-Jul 19-Nov

Price: Member: £365 + VAT Non-member: £495 + VAT

WRITING AND EDITORIAL continued

Writing skills for PR

Explore diverse writing styles and get practical tips to tailor them for news releases, feature articles, blog posts and everyday PR tasks.

1 day

Level: **Beginner**

London 13-Mar 25-Jun 16-Oct 20-Nov

Price: Member: £420 + VAT Non-member: £570 + VAT

Virtual 26-Jan 14-May 15-Aug 11-Dec

Price: Member: £365 + VAT Non-member: £495 + VAT

"I will be able to take the knowledge gained on this course and put it into action in my everyday work. "

Sarah Taylor, Green Templeton College, University of Oxford

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