**Savage *Communications***

**WRITING**

**WITH IMPACT**

**COHORT 1**

**​**

**Tuesday 20 October 2020**

[**Module 1: 11.00-12.30**](https://teams.microsoft.com/l/meetup-join/19%3Ameeting_NWIzZmJmNGItOWUxYi00YWU5LWFiNWItMzNiYjJlYWFjY2Q4%40thread.v2/0?context=%7b%22Tid%22%3a%22c05b8d5a-b883-4afb-ae93-db5db239911c%22%2c%22Oid%22%3a%224c491d0c-7b18-43fb-8635-98421639f26b%22%7d)[**Module 2: 14.00-15.30**](https://teams.microsoft.com/l/meetup-join/19%3Ameeting_NGY5ZDY1YjQtY2M5OC00NDk0LTkwODYtYzJmODc1YWFlZTEz%40thread.v2/0?context=%7b%22Tid%22%3a%22c05b8d5a-b883-4afb-ae93-db5db239911c%22%2c%22Oid%22%3a%224c491d0c-7b18-43fb-8635-98421639f26b%22%7d)

**​**

**Tuesday 27 October 2020**

[**Module 3: 11.00-12.30**](https://teams.microsoft.com/l/meetup-join/19%3Ameeting_NWIzZmJmNGItOWUxYi00YWU5LWFiNWItMzNiYjJlYWFjY2Q4%40thread.v2/0?context=%7b%22Tid%22%3a%22c05b8d5a-b883-4afb-ae93-db5db239911c%22%2c%22Oid%22%3a%224c491d0c-7b18-43fb-8635-98421639f26b%22%7d)

[**Module 4: 14.00-15.30**](https://teams.microsoft.com/l/meetup-join/19%3Ameeting_NGY5ZDY1YjQtY2M5OC00NDk0LTkwODYtYzJmODc1YWFlZTEz%40thread.v2/0?context=%7b%22Tid%22%3a%22c05b8d5a-b883-4afb-ae93-db5db239911c%22%2c%22Oid%22%3a%224c491d0c-7b18-43fb-8635-98421639f26b%22%7d)

**​**

**Tuesday 3 November 2020**

[**Module 5: 11.00-12.30**](https://teams.microsoft.com/l/meetup-join/19%3Ameeting_NWIzZmJmNGItOWUxYi00YWU5LWFiNWItMzNiYjJlYWFjY2Q4%40thread.v2/0?context=%7b%22Tid%22%3a%22c05b8d5a-b883-4afb-ae93-db5db239911c%22%2c%22Oid%22%3a%224c491d0c-7b18-43fb-8635-98421639f26b%22%7d)

[**Module 6: 14.00-15.30**](https://teams.microsoft.com/l/meetup-join/19%3Ameeting_NGY5ZDY1YjQtY2M5OC00NDk0LTkwODYtYzJmODc1YWFlZTEz%40thread.v2/0?context=%7b%22Tid%22%3a%22c05b8d5a-b883-4afb-ae93-db5db239911c%22%2c%22Oid%22%3a%224c491d0c-7b18-43fb-8635-98421639f26b%22%7d)

**​**

**This training will take place via Teams. Click on the relevant module above to access each session.**

**Contact the organiser**

**ABOUT THE TRAINING**

This training programme has been created specifically for comms practitioners wishing to write impactful news copy. Attendees will learn how to identify the news angle and communicate it in a compelling way. They will develop a methodology for planning and structuring their work. They will gain the skills to write clearly and without waffle. Participants will come away feeling much more confident in their ability to edit work; they will understand what’s grammatically right and wrong.

Lessons can be applied to a range of channels, from press releases and newsletters to social media content.

​

There are 6 modules in total:

​

1. Planning
2. Plain English
3. Attention grabbing
4. Grammar & punctuation
5. Creative writing
6. Tone of voice

​

**IMPORTANT:**There's some preparation to do (see below).

​

**JOINING INSTRUCTIONS**

There is a small amount of pre-work to complete with regard to your hopes and expectations for the course.

Please complete this [sheet](https://55e3a418-2217-41c5-89ac-62665c184810.filesusr.com/ugd/ef8869_490d085c03f140bd910ea4a4b55fdbfa.docx?dn=Writing%20workshop%20prep.docx) and send it to Liz Adesanya by Tuesday 6 October.

**PREPARATION**

**MODULE 1**

**Planning**

* Knowing where to start
* Getting clarity around the purpose of your copy
* Identifying the compelling news angle
* Writing for different media
* Using planning tools to create a logical framework

**MODULE 2**

**Plain English**

​10 techniques for writing clearly and succinctly:

​

1. Abstract nouns v. verbs
2. Active v. passive
3. Sentence structure and punctuation
4. Jargon
5. Paragraph length
6. Concrete language
7. Contractions
8. Positive v. negative language
9. Watch out phrases
10. Prepositional phrases

**MODULE 3**

**Attention grabbing**

* Finding the balance between corporate messaging and real news
* Creating compelling headlines
* Making the first paragraph count
* Crafting persuasive email pitches
* Considering layout and formatting

**MODULE 4**

**Grammar & Punctuation**

* Apostrophes
* Commas, colons, semi-colons
* Dashes and hyphens
* Different forms of parenthesis
* Quotation marks
* Sentence structure

**MODULE 5**

**Creative writing**

* Making your writing sparkle in a way that’s creative but not cheesy
* Understanding and using a whole range of literary devices: from metaphors to alliteration
* Finding the golden thread
* Opening and closing with impact
* Crafting insightful quotes

**MODULE 6**

**Tone of Voice**

* Reflecting the McDonald’s brand
* Adapting your style to different media e.g. News Bites v. bylined articles
* Ghost writing for senior execs – capturing their tone and style
* Using powerful verbs and specific nouns, not hyperbolic adjectives and adverbs
* Demonstrating a broad vocabulary

**WHAT PEOPLE SAY**

**McDONALD'S**

**DIRECTOR OF FRANCHISING**

***Kerry’s style is energetic, humorous and relaxed; a perfect fit for McDonald's. The consultants in the room, new and old, were very impressed with her delivery and content.***

**RATHBONES**

**MARKETING MANAGER**

***I’ll give you a credit in my biography someday!***

**ABOUT KERRY SAVAGE**

Senior comms practitioner, Kerry Savage (MCIPR, MCIM) is the director of Savage Communications Limited, a company specialising in skills training for the PR and marketing sector. She is an accredited trainer for the Chartered Institute of Public Relations.

​

Kerry runs courses at a number of levels, catering for everyone from PR agency teams to marketing departments of international companies. Clients include **Sony/ATV, Christian Louboutin, Camden Council**. She has delivered the **Proofreading** workshop at **McDonald’s** since 2009.

Prior to becoming a trainer, Kerry worked at a range of communications consultancies, including **Freud Communications, Burson Marsteller** and **Hill & Knowlton**, as well as working in-house for Selfridges. Her expertise spans a broad range of industry fields (both consumer and corporate), such as technology, food & drink, fashion, healthcare, entertainment, IT, travel and personal finance. Clients have included **Kellogg’s, P&G, American Express** and **Levi’s**.

​

As well as being a seasoned PR professional, Kerry is an inspirational and dynamic coach, who is passionate about helping others succeed. She is a member of the Association for Coaching and is an NLP practitioner.