



## **Intensive Training in Newsletter Writing Skills for PR & Marketing**

**25-26 March, 2017**

**8:30am – 5:00pm**

**Sunway Hotel**

### **Course Overview**

With the rapid growing use of digital and social media, several other media channels also play a crucial role in delivering the corporate messages to the audience. Yet, the growing complexity and the fast changing behavior of how consumers receive information and the way organizations communicate with their stakeholders across different sectors has put very hard pressure for PR and communications practitioners. Our intensive training course, in response to the challenge, is designed to equip participants with necessary skills at writing and delivering the corporate messages to consumers as well as other stakeholders.

### **Course Objective**

By the end of the training course, successful participants will:

- Learn general concepts of newsletter and mass newspaper
- Know what to do about the newsletter and apply the lessons learnt with their real business
- Know what and how to write attractive articles for their newsletters for effective communications with stakeholders, including clients, donors, and related institutions, to name a few.
- Learn best practices for effective newsletter communications

### **Focal Topics**

- **Introduction to Different Types of Newsletters**
- **Patterns of Newsletters**
- **Introduction to Types of Newsletter Articles**
- **The News Basics**
- **Formats of News Articles**
- **Writing a News Article**

- Reporting a Case Story
- Writing a Profile Story
- Writing an Op-Ed Article
- Writing Tittles, Subtitles for News Articles
- Ethical Standards and PR Style Guides

### Topic Highlights and Learning Schedule

<b>Day 1: 25 March, 2017</b> <b>Session 1</b>	<b>8:30am – 10:00am</b>
<b>Introduction to Different Types of Newsletters</b>	This section of the training provides participants with the understanding of different types of newsletters so that participants can choose the most appropriate type of newsletters for their business.
<b>Group Workshop: Expected Outcomes and Post-Training Goals</b>	Group Workshop will allow participants to discuss, anticipate the training outcomes and then set the goals for newsletter plan for a subject business.
<b>Group Presentation: Presenting</b>	Each of the group will present their expected outcomes and goals of newsletter plan for their subject business.
<b>Session 2</b>	<b>10:30am – 12:00pm</b>
<b>Patterns of Newsletters</b>	This section is set to enlighten participants with basic patterns of newsletters, also introducing the differences and similarities between mass newspapers and newsletters.
<b>Introduction to Types of Newsletter Articles</b>	This section will introduce the common types of newsletters and articles for a typical newsletter.
<b>Session 3</b>	<b>1:30pm – 3:00pm</b>
<b>Formats of News Articles</b>	This section is set to enlighten participants with the news basics formats of news stories so that they can develop their news stories effectively. The formats will be: <ul style="list-style-type: none"> <li>• Inverted Pyramid,</li> <li>• Hour-Glass, and</li> <li>• Chronological style</li> </ul>
<ul style="list-style-type: none"> <li>• The News Basics</li> <li>• Writing a General News Article</li> </ul>	Participants will be equipped with practical know-how of reporting news stories for a typical newsletter, also introduced the news basics and elements of a general news article.

<b>Session 4</b>	<b>3:30pm – 5:00pm</b>
<b>Reporting a Case Story</b>	This section will equip participants with know-how of reporting a case story and testimonials to support a typical product or service.
<b>Day 2: 26 March, 2017</b> <b>Session 5</b>	<b>8:30am – 10:00am</b>
<b>Writing a Profile Story</b>	This section will equip participants with know-how of writing a profile story of an organization, person, project, or product/service.
<b>Session 6</b>	<b>10:30am – 12:00pm</b>
<b>Writing an Op-Ed Article</b>	This section is set to provide participants with know-how of composing an opinion or commentary article for the newsletters.
<b>Session 7</b>	<b>1:30pm – 3:00pm</b>
<b>Writing Tittles, Subtitles for News Articles</b>	This section is set to provide participants with know-how of writing tittles and subtitles of news articles, including grammatical patterns, title styles, and punctuation guides.
<b>Session 8</b>	<b>3:30pm – 5:00pm</b>
<b>Ethical Standards and PR Style Guides</b>	This section is set to equip participants with common ethical standards and styles for PR, including wording, punctuation, date styles, numbering, grammatical patterns, etc.

### **Trainers & Facilitators**

**Mr. Hoem Seiha**, award-winning, prolific English writer; marketing strategist and research analyst

### **Current Position**

Having undergone over 10-year experiences of diversified and dynamic working environment within the realm of marketing, media and communications, today **Seiha** is the Director of Research Department at VTrust Appraisal Co., Ltd.

### **Past Experiences, Honors and Awards**

2013 - 2015: PR & Media Consultancy Project at Vtrust Group of Companies

2011: Award-Winner on Asia Pacific's Best Media Report on Climate Change Adaptation, Bangkok

2011: TEDxPhnom Penh Essay Commpetition Winner 2011

2010-2012: Reporter at Economics Today Magazine

2006-2010: Dynamic working environment

## **Major Achievements**

Today, he has proven successful in term of major accomplishments such as having:

- Kept a good track record of successful achievements in public relations, media relations, marketing and sales strategies for both B2B and B2C clients
- Produced 17 major industry and market reports on real estate, transportation, and F&B industry
- Produced hundreds of informative and analytical news stories published on many newspapers and magazines

## **Who Should Attend?**

This training course is set to benefit professionals in the fields of public relations, corporate relations, communications, marketing, image and branding, and advertising.

## **Course Fees**

**\$173** for each participant, including full lunch and refreshments and learning materials

\*15% discount for group registration of more than 2, or the payment made 20 days before the training day

\*10% discount for payment made 10 days before training day

## **Certification**

Certificates of completion will be awarded to the successful participants.

## **Training Venue**

Sunway Hotel (#1, St. 92, located in *sangkat* Wat Phnom, *khan* Daun Penh, Phnom Penh.)

## **Registration & Information**

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