

PUBLIC RELATIONS | COURSE BROCHURE

# Writing for Public Relations and Press Releases

5 days | Classroom training | English

**SMART HORIZON**

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

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# Course content

## Why attend

Clear, newsworthy writing is fundamental to public relations. This course covers news values, press release structure, headlines, quotes, media advisories, statements, features, speeches and digital content, with practical writing and editing exercises.

Journalists ignore poorly written releases. This course helps you write content that gets attention and coverage.

## Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

## Course methodology

The course is a writing workshop, with exercises, editing practice and individual feedback.

## Course objectives

By the end of this course, participants will be able to:
• Identify news angles and newsworthiness
• Write effective press releases
• Craft headlines and quotes
• Write media advisories and statements
• Adapt writing for digital channels
• Edit for clarity and accuracy

## Target audience

This course is suitable for:
• PR and communications professionals
• Marketing professionals
• Corporate communication staff
• Public sector communicators
• Writers and editors



# Course content

## Target competencies

Participants will develop competencies in:

- News judgement
- Press release writing
- Headline writing
- Statement drafting
- Digital writing
- Editing

## Course outline

### Day 1: Writing for the Media

| | |
|---|---|
| **09:00–09:54** | News values |
| **09:54–10:48** | Journalist needs |
| **10:48–11:00** | Writing style |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Writing style (continued) |
| **12:12–13:06** | Plain language |
| **13:06–14:00** | Exercise: Finding the angle |

### Day 2: Press Releases

| | |
|---|---|
| **09:00–09:54** | Structure |
| **09:54–10:48** | Headlines and leads |
| **10:48–11:00** | Quotes |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Quotes (continued) |
| **12:12–13:06** | Boilerplate |
| **13:06–14:00** | Workshop: Writing a release |



# Course content

## Day 3: Other PR Formats

| | |
|---|---|
| 09:00–09:54 | Media advisories |
| 09:54–10:48 | Statements |
| 10:48–11:00 | Fact sheets |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Fact sheets (continued) |
| 12:12–13:06 | Feature articles |
| 13:06–14:00 | Exercise: Statement writing |

## Day 4: Digital Writing

| | |
|---|---|
| 09:00–09:54 | Web and social content |
| 09:54–10:48 | SEO basics |
| 10:48–11:00 | Multimedia |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Multimedia (continued) |
| 12:12–13:06 | Newsrooms online |
| 13:06–14:00 | Workshop: Digital adaptation |

## Day 5: Editing

| | |
|---|---|
| 09:00–09:54 | Self-editing |
| 09:54–10:48 | Accuracy and approval |
| 10:48–11:00 | Style guides |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Style guides (continued) |
| 12:12–13:06 | Distribution |
| 13:06–14:00 | Capstone: PR writing portfolio |

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



# Course content

sessions. They are indicative only and do not constitute a binding commitment.

## Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Kuala Lumpur<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **£1,450.–** |
| Online<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **£1,250.–** |
| Paris<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **£2,860.–** |
| Online<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **£1,250.–** |
| Istanbul<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **£2,650.–** |
| Online<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **£1,250.–** |
| Amsterdam<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **£2,540.–** |
| Online<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **£1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Cape Town<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **£1,890.–** |
| Online<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **£1,250.–** |
| Singapore<br>Confirmed dates | 11 Jan 2027 | 15 Jan 2027 | **£2,820.–** |
| Online<br>Confirmed dates | 11 Jan 2027 | 15 Jan 2027 | **£1,250.–** |
| London<br>Confirmed dates | 25 Jan 2027 | 29 Jan 2027 | **£2,450.–** |
| Online<br>Confirmed dates | 25 Jan 2027 | 29 Jan 2027 | **£1,250.–** |
| Dubai<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **£3,150.–** |
| Online<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **£1,250.–** |
| Frankfurt<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **£2,650.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **£1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 8 Mar 2027 | 12 Mar 2027 | **£1,450.–** |
| Online<br>Confirmed dates | 8 Mar 2027 | 12 Mar 2027 | **£1,250.–** |
| Vienna<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **£2,940.–** |
| Online<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **£1,250.–** |
| Paris<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **£2,860.–** |
| Online<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **£1,250.–** |
| Istanbul<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **£2,650.–** |
| Online<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **£1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Amsterdam<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **£2,540.-** |
| Online<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **£1,250.-** |
| Singapore<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **£2,820.-** |
| Online<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **£1,250.-** |
| Rome<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **£1,250.-** |
| London<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **£1,250.-** |
| Dubai<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **£3,150.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **£1,250.–** |
| Frankfurt<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **£2,650.–** |
| Online<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **£1,250.–** |
| Rome<br>Confirmed dates | 5 Jul 2027 | 9 Jul 2027 | **£2,450.–** |
| Online<br>Confirmed dates | 5 Jul 2027 | 9 Jul 2027 | **£1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **£1,450.–** |
| Online<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **£1,250.–** |
| Paris<br>Confirmed dates | 26 Jul 2027 | 30 Jul 2027 | **£2,860.–** |
| Online<br>Confirmed dates | 26 Jul 2027 | 30 Jul 2027 | **£1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Istanbul<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **£2,650.-** |
| Online<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **£1,250.-** |
| Amsterdam<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **£2,540.-** |
| Online<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **£1,250.-** |
| Barcelona<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **£2,840.-** |
| Online<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **£1,250.-** |
| Singapore<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **£2,820.-** |
| Online<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **£1,250.-** |
| London<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **£2,450.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **£1,250.–** |
| Dubai<br>Confirmed dates | 11 Oct 2027 | 15 Oct 2027 | **£3,150.–** |
| Online<br>Confirmed dates | 11 Oct 2027 | 15 Oct 2027 | **£1,250.–** |
| Frankfurt<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **£2,650.–** |
| Online<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **£1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **£1,450.–** |
| Online<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **£1,250.–** |
| Cape Town<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **£1,890.–** |
| Online<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **£1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Paris<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **£2,860.–** |
| Online<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **£1,250.–** |
| Istanbul<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **£2,650.–** |
| Online<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **£1,250.–** |
| Amsterdam<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **£2,540.–** |
| Online<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **£1,250.–** |



# Course content

## Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

## Contact Smart Horizon

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

View the latest course details online