



P R I S A

Public Relations &
Communication Management

ESTABLISHED 1957

COURSE OUTLINE

Course	WRITING IN THE ELECTRONIC ENVIRONMENT
Date	2 & 3 August, 2018
Region	Gauteng
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

Who should attend?

Anyone who currently writes for websites, bloggers or social media, enthusiasts as well as those currently writing in the traditional fields of public relations, journalism and marketing.

Introduction

When you need to get a message out there today you're looking at a wide variety of communications. From websites to tablets, mobile phones and of course the many apps out there.



So how can you utilise all of these whilst still writing interesting copy?

One thing never changes and that's getting someone to actually read what you write – but the challenge now is compounded with all the various sites that people click onto each day, not to mention the wealth of information simply on the screen of their phone.

This means just one thing – understanding these different methods, from content writing to Tweeting. Getting messages across as simply, clearly and effectively as you can, whilst at the same time polishing up on those common mistakes and picking up some new techniques along the way.

- Tightening up language
- Making your writing flow
- Common grammar mistakes

Writing in the digital environment

- Effective blogging
- Using Twitter to boost your campaigns
- How digital media differs from print
- Understanding how people read, interpret and interact with digital media

- Producing persuasive digital copy for web, email, social media and blogs
- The visual element – what else can you use?
- Editing and evaluating existing work supplied by delegates
- Ensuring your copy is found by search engines – meaning more traffic to your website

About the facilitator

Award winning journalist and author Marion Scher has been one of South Africa's top freelance journalists for the last 30 years.

Starting out as an agency newswriter, she also lectured in journalism for 14 years, ending up as head of department. Marion has also worked extensively for the SABC, ETV, CNBC and 702 giving her experience in all forms of media.

Over the years she has also been a writer and columnist for such publications as Fair Lady, True Love, Cosmopolitan, Men's Health and Sunday Times Lifestyle to name a few. Her last column for Sunday Times Lifestyle saw her interviewing 28 of South Africa's key figures in the world of politics, sport and entertainment.

She runs courses both in the media and public relations industry as well as in the corporate field, tailoring courses to meet clients' needs. Her corporate clients include Unilever, MTN, Telkom, Absa, FNB, Standard Bank, Munich Re, Dimension Data, Old Mutual, Metropolitan, Anglo Gold Ashanti, DBSA, Eskom, Pfizer, McDonald's, Ekurhuleni Municipality, Discovery Health, Sanparks and Cape Town Municipalities amongst many others.

As well as ghost writing three books, she has written four of her own books, the last being 'Surviving the SA Media – Building Bridges To Make The Media More Accessible' (Knowledge Resources). Her latest book, Conquering Communications – The Digital Way (Knowledge Resources) will be released in February 2018. She also currently trains journalists for EWN and Cape Talk, as well as eNCA



Duration:	2 Days
CPD Points:	15
*Early bird PRISA Member:	R4800.00
Late PRISA member:	R5030.00
*Early bird non-member:	R5320.00
Late non-member:	R5600.00
PRISA registered student:	R2720.00
Accommodation NOT included in any of the fees Fees subject to change	



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The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Services Seta SDL no 950721458

***Early bird: Book and pay before 3 July 2018**

Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Book online now to secure your seat as space is limited
Contact: Annah Jordan at annah@prisa.co.za or 011 326 1262