

Course : Mastering press relations writing

The keys to impactful communication

Practical course - 2d - 14h00 - Ref. RCE

Price : 1540 CHF E.T.



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During this training course, you will develop the essential skills to design, write and distribute effective journalistic content in the context of press relations. You'll be able to create powerful press releases, informative press kits and compelling pitches to optimize your media management and reinforce the impact of your messages.



Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Defining the main principles of press relations copywriting
- ✓ Write engaging copy to optimize your press relations
- ✓ Produce press releases, dossiers, e-mails and social network posts

Intended audience

Anyone wishing to learn or improve their written communication with the press.

Prerequisites

No special knowledge required.

Practical details

Practical and digital activities

Practical workshops, experience sharing and collective reflection.

Course schedule

PARTICIPANTS

Anyone wishing to learn or improve their written communication with the press.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Keys to press relations writing

- Use the written word wisely among press relations tools.
- Produce writing adapted to the needs of the media.
- Adopt the rules of journalistic writing.
- Synthesize, structure and angle your message.

Practical and digital activities

Identify the right moments to use the written word in your press relations, and produce organized pieces of writing based on disparate data.

2 Successful press releases

- The essential elements of a press release (title, contact, relevance...).
- Define the objective, target and content of your press release.
- Work on titles, subtitles, hats, apropos and quotations.

Practical and digital activities

Copywriting and rewriting of several press releases.

3 Developing a press kit

- Press kit scope and lifespan (corporate, thematic).
- Content, graphic and editorial style.
- Establish pagination, table of contents and headings.
- Manage implementation and validation.

Practical and digital activities

Suggested contents for a press kit.

4 Propose written pitches

- Suggest a story idea in writing to a journalist.
- Offer journalists an angle, a story and spokespeople.

Practical and digital activities

Write a journalistic pitch.

5 Press writings and social networks

- Optimize the distribution of press releases, press kits and blog articles on social networks.
- Monitor press releases on social networks (infographics, quotes, etc.).
- Writing posts in times of crisis.

Practical and digital activities

Create posts for social networks.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 26 Mar., 28 May, 1 Oct.