

# Course : Writing effective headlines and taglines

**Practical course - 1d - 7h00 - Ref. TCI**

**Price : 890 CHF E.T.**

This practical training course will help you understand the essential rules for writing headlines and taglines for your professional articles. You'll learn how to capture the reader's attention with new formulations that will make them want to read.

## **Teaching objectives**

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

- ✓ Understand the rules of journalistic writing
- ✓ Grab attention by choosing the right vocabulary
- ✓ Use creative techniques to write compelling headlines
- ✓ Writing a good title and tagline

## **Intended audience**

Anyone who wants to improve the style of their written material: company newspaper, newsletter, website, blog or multimedia presentation...

## **Prerequisites**

Good knowledge of basic writing techniques. Participants can bring their own professional writings.

## **Practical details**

### **Exercise**

Theoretical input and feedback. Numerous writing exercises and work on texts already published by participants.

## **Course schedule**

### **PARTICIPANTS**

Anyone who wants to improve the style of their written material: company newspaper, newsletter, website, blog or multimedia presentation...

### **PREREQUISITES**

Good knowledge of basic writing techniques. Participants can bring their own professional writings.

### **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 Know and apply the basic rules of journalistic writing

- Ask the essential questions: who are we writing for? What are our readers' expectations?
- How do we read? Understanding the different levels of reading.
- Set objectives to make your texts impactful: angle, genre...
- Define its essential message: the 5 "W" and the 2 "H".
- Adapt to the media's editorial line.
- Know the specifics of writing for the Web.

### Storyboarding workshops

Theoretical input and feedback. Discussions based on participants' own writings and various external professional supports.

## 2 Capturing attention in writing

- Analyze headlines: know which ones grab readers' attention.
- An overview of the different editorial techniques: informative headlines, incentive headlines...
- Know what to write and what not to write in a headline.
- Choose appropriate, relevant vocabulary.
- Know the main pitfalls to avoid.

### Hands-on work

Exercises in formulating and rewriting titles.

## 3 Writing enticing headlines: getting away from clichés

- Use mind maps to facilitate the retrieval of analogical ideas.
- Find new ideas by following your five senses.
- Draw to unleash your creativity.
- Try your hand at wordplay, humor and hijacking expressions.
- Daring storytelling and "emotional writing".

### Hands-on work

Creative exercises to come up with incentive headlines aimed at different types of audience.

## 4 Clarify your thoughts with the catchphrase

- Understand the complementary nature of headlines: title/headline.
- Know and apply the rules for writing a good tagline.
- Finding the right rhythm to surprise and hold the reader's attention.
- How to adapt a title and tagline to the specificities of the Web.

### Hands-on work

Exercises in writing taglines for print and web articles.

## 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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.