

# Vibrant

making words work

## Practice Makes Perfect

You are new to a writing or editing role and have picked up the basics, but may not yet feel confident about your judgement. Perhaps you are being asked to re-write other people's copy for the web or for print? Or you may just feel your skills are getting rusty. This one-day workshop puts the theory to the test. What better way to hone your writing skills than to practice them over and over and get immediate feedback on your results?

The workshop recaps on what makes a good story, then gives delegates a variety of back-to-back exercises including

- Re-writing a submitted story
- Writing from a press release
- Writing from an interview (including interviewing tips)
- Writing from several sources of information
- Cutting a story but retaining its value
- Re-writing someone else's copy
- Feeding back on why you've made changes to copy

This will help you learn to look at copy with a critical eye and start feeling more confident about what works and what doesn't.

27 September 2006 9:30am – 5pm

Central London Venue

including lunch and refreshments  
£250 plus VAT

Book by Friday 15 September to secure your place

(Ask about group discounts and tailored in-house courses)

**Other communications and publishing topics also available as workshops or as consultancy**