

CHARITY WRITING AND PUBLICATIONS TRAINING DAY

Thursday 14 October 2010
Directory of Social Change,
24 Stephenson Way, London NW1 2DP

The second annual national training event for everyone working in charity sector writing, publications, design, photography, media, marketing and more...

FIVE reasons you should come:

- Make your writing powerful and effective
- Get visible on Google
- Write attention-grabbing press releases
- Raise cash with fantastic fundraising appeals
- Create great newsletters and reports

Foundation and Masterclass level workshops!

Whatever your level of expertise, we guarantee you'll leave with great learning you can use to radically improve your writing and publications.

Expert-led sessions include:

- Web writing
- E.newsletters
- Creating fundraising copy and direct mail
- Charity features and news stories
- Writing case studies and interviewing service users
- Writing effective press releases
- Annual reports and reporting impact
- And much more...

Keynote: Best-selling author on brand, charity and editorial voice

Brand expert John Simmons will reveal how to use your writing to make your charity's brand more powerful and more recognisable

Book your place now, from just £150
Visit: www.dsc.org.uk/cwp
Complete: The booking form and return

10% earlybird discount if you book before 30 July 2010

EVENT PARTNERS

CharityComms
Inspiring Communications at the Heart of Charities

 **Reason Digital**
Digital engagement for the
third sector

PRINT AND DESIGN PARTNER

captiv8
exceptional print creative design efficient mailing

Choose **FOUR interactive workshops from our varied programme, plus reserve a face-to-face surgery slot on great design and print.**

Foundation or Masterclass session?



Foundation workshops offer a comprehensive overview of the topic, with lots of examples and insight. You'll leave with a new understanding of the topic from an expert, along with some really useful tips you can start applying to your publications straight away.



Masterclasses will be more interactive, building on the foundation workshops (or any current knowledge you have on the subject) and going into more depth. Experts will work with you to deconstruct examples of good and bad practice, lead critiques of your own writing (bring it along!) and discuss how best to apply what you've learned.

Timetable

9.30am Registration and Welcome

All day Drop-in surgery **How to get the best from design and print**

10.00am	Session 1 F Writing for e.newsletters and e.communications	Session 2 F Good writing for charities: news and features	Session 3 Writing effective press releases	Session 4 Getting the process right: style guides, workflows and proofreading
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11.00am Coffee

11.20am	Session 5 M Writing for e.newsletters and e.communications	Session 6 M Good writing for charities: news and features	Session 7 F Writing for marketing and campaigning	Session 8 Taking, choosing and using photography and imagery
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12.20pm Lunch

1.20pm Keynote speaker

Get your editorial on brand **John Simmons, author and editorial brand expert**

No one knows more about editorial brand than John Simmons. John is the author of books including *Twenty-six ways of looking at a blackberry: How to let writing release the creativity of your brand* and *We, Me, Them & It: How to Write Powerfully for Business* – “recognised as one of the most influential books published in recent times on business writing and communication”. In his fun and insightful presentation, John will share the secrets of how to make your charity's brand sparkle using great writing. John is former director of verbal identity at international brand consultancy Interbrand and co-editor of *The Economist Guide to Brands and Branding*.

2.10pm	Session 9 F Great websites: Web writing and writing for Google	Session 10 F Finding the right words: the nuts and bolts of great writing	Session 11 M Writing for marketing and campaigning	Session 12 Creating fundraising copy and direct mail
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3.10pm Coffee

3.30pm	Session 13 M Great websites: Web writing and writing for Google	Session 14 M Finding the right words: the nuts and bolts of great writing	Session 15 Great charity annual reports and reporting your impact	Session 16 Writing case studies and interviewing service users
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4.30pm Close

How much?

Band A - £150

Voluntary and community organisations with a turnover of up to £500,000. Also for CharityComms members.

Band B - £185

Voluntary and community organisations with a turnover of over £500,000.

Band C - £250

Statutory and commercial organisations.

Charity sector supplier?

Find out about our limited value-for-money supplier and exhibition package, including a free place. Email Annette Lewis on alewis@dsc.org.uk or call 020 7391 4818.

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Workshops

F Foundation workshop **M** Masterclass

Writing for e.newsletters and e.communications

Session 1 **F**

Session 5 **M**

What works better: short, simple emails or regular, lengthier newsletters? How often should I post blogs? How do I target specific audiences with my digital media? And should I really be worrying about Twitter? These workshops will answer these questions and many more – demystifying successful social media and helping you improve your e.communications.

Good writing for charities: news and features

Session 2 **F**

Session 6 **M**

Change. Action. Shock. Prominence. Immediacy. Conflict. Emotion. Oddity. We'll show you how these words will help your charity's stories grab the attention they deserve from readers. Good charity writing, made simple.

Writing effective press releases

Session 3

A well targeted, well thought out press release can make the difference between extensive media coverage and none at all. In this session you'll learn how to write press releases guaranteed to catch a journalist's eye.

Getting the process right: style guides, workflows and proofreading

Session 4

Producing charity publications is a headache, right? From putting together a brief that pleases everyone to all the last minute changes when it's already late for the printer. We'll show you how some simple work upfront will mean you avoid the pitfalls later on; plus, how using style guides and clever proofreading techniques will give you accurate, mistake-free documents. You'll leave this workshop with the knowledge you need to produce perfect publications with minimal stress.

Writing for marketing and campaigning

Session 7 **F**

Session 11 **M**

Attention-grabbing publications that get your charity's message across and meet your audience's needs. If that's what you want then these workshops are for you. We'll show you how to write marketing and campaigning materials that get your cause the attention it deserves.

Taking, choosing and using photography and imagery

Session 8

You can spend days carefully crafting your copy until it conveys your charity's message. Stick a poor quality photo next to it and you've wasted your time. This practical workshop will give you all the tools you need to ensure your images don't let you down. Find out how to write a photography brief, choose great picture library shots, take perfect pictures and much more. This session will include a practical task, so please bring your digital camera along.

Great websites: Web writing and writing for Google

Session 9 **F**

Session 13 **M**

Google gets cleverer by the day. Fortunately so do we. These workshops will demonstrate how small changes to your website can improve your search engine rankings. We'll show you how to make sure your website gets your message across, while meeting the needs of your audiences. Plus, our top tips on writing web copy that sparkles.

Finding the right words: the nuts and bolts of great writing

Session 10 **F**

Session 14 **M**

Ever wondered when to use double quotes and when to use single? How do you achieve the tone you want in your writing? What's the best way to structure different pieces of writing and how do you take a journalistic approach? We'll cover the basics of good grammar and style, help you sort your en dash from your ellipsis, offer advice on creating quotes... everything to take your writing to the next level and make it more effective than ever.

Creating fundraising copy and direct mail

Session 12

How do you make sure your fundraising materials shout loudest in an overcrowded, noisy marketplace? This session will show you how to create fundraising letters and leaflets that make donors stop, listen and take action.

Great charity annual reports and reporting your impact

Session 15

Want to do something amazing with your annual report? We'll show you how. Attend this workshop and find out more about reporting impact and communicating results, SORP and making sure you use the best case studies.

Writing case studies and interviewing service users

Session 16

A strong personal story is the most powerful way of getting your message across or illustrating the work you do. With advice on sensitive interviewing techniques, telling stories that make an impact and writing and editing quotes and case studies, this practical workshop will leave you brimming with ideas on how to find, write and present the best possible case studies.

Drop-in print and design surgery

Event co-sponsors Captiv8 will be running an all-day surgery providing advice and solutions for your print, design and mailing projects. If you're looking for creative ideas or simply need some impartial, professional and informed advice, Captiv8's print director Simon Dean and creative director Andrew Chapman will be on hand to answer your questions. They'll help you get the best from your next project whether it's an annual report, campaign material, newsletter or direct mail. Reserve your 20-minute surgery slot when you book.

Content delivered by:

Reason Digital

Reason Digital is a charity sector web development company with over 10 years' experience in developing websites and providing digital marketing services. Reason Digital creates websites that raise awareness, increase donations, attract funders and engage volunteers.

Captiv8

Captiv8 is a friendly and professional team offering experience, advice and quality production for all stages of your print project. Captiv8 has built a strong reputation for providing a friendly, efficient and comprehensive print service, incorporating litho and digital print, design (for print and web) and a full mailing house facility.

ngo.media

ngo.media is the leading editorial, copywriting, publications and training agency working only with charities, socially driven organisations and ethical businesses. We're all about solving YOUR editorial, copywriting and publications problems and helping you achieve your goals.

