

## **WRITING CAPTIVATING NEWSLETTER ARTICLES**

The in-house newsletter is a widely used communication tool. To ensure its effectiveness, articles have to interest the readers and hold their attention. This workshop deals with common types of articles within in-house newsletters and techniques to captivate readers' interest.

### **Our Objectives**

We aim to

- facilitate understanding of the purpose and audience of in-house newsletters
- deliver the skills of writing captivating newsletter articles

### **Your Profile**

This course is suitable for writers and editors of in-house newsletters

### **Your Results**

By the end of this course, you would have learnt to

- identify the different types of articles
- apply effective techniques for gathering information
- write creatively for the different types of articles
- edit for greater professionalism

### **Our Methods**

A variety of methods will be used to make this course an enjoyable learning experience. These include

- individual and group work
- hands-on practice
- discussions
- presentations

### **Our Trainers**

Our trainers are all qualified and highly experienced lecturers from Singapore Polytechnic.

Please note that we only specialise in customising courses for organisations; public courses for individuals are not available.

**SINGAPORE POLYTECHNIC  
BUSINESS COMMUNICATION CENTRE**

**Course Enquiry**

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