

PUBLIC RELATIONS

Public Relations Writing, Press Releases & Media Statements

A two-day programme in pr writing & press releases, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

A writing workshop designed to elevate the clarity, punch, and impact of professional PR assets. Participants will master modern writing formats, narrative structuring, and concise communication techniques.

What participants will learn

- 01** High-Impact Writing: Write compelling headlines, leads, and press materials that capture attention instantly.
- 02** Multi-Format Adaptability: Adapt long-form news stories into micro-content, social copy, and executive quotes.
- 03** Clarity & Precision: Eliminate corporate jargon to deliver clear, credible, and engaging public statements.
- 04** Speed & Quality: Speed up writing production without sacrificing message accuracy or narrative depth.

Who should attend

PR professionals, corporate communication teams, corporate affairs managers, marketing leaders and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1: Core Principles of Modern PR Writing

01 The Evolution of PR Writing

- Shift from formal, dry press releases to narrative-driven, scannable, and multi-platform media copy.

02 Crafting Powerful Headlines & Angles

- Analyzing headline psychology, news hooks, and subject lines that improve open rates.

03 Structuring the Modern Press Release

- The inverted pyramid updated: Scannable blocks, embedded assets, executive quotes, and bullet points.

04 Drafting Clear Corporate Statements & Reactive Copy

- Writing concise holding statements, corporate responses, and Q&A documents for sensitive situations.

Detailed programme

Day 2: Advanced Formats & Copy Refinement

05 Writing Thought Leadership & Op-Eds

- Developing compelling, ghostwritten opinion pieces that project industry authority and expertise.

06 Multi-Platform Asset Adaptation

- Repurposing a single media release into pitch emails, executive LinkedIn posts, and key messages.

07 Editing, Proofing & Jargon Removal

- Editing techniques to strip away corporate buzzwords, passive voice, and unnecessary complexity.

08 PR Writing Lab & Peer Review

- Interactive writing session: Draft, edit, and refine a suite of PR assets based on a live scenario.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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