

## *Preparing Articles and Features*

### **One Day Workshop**

*If you need to produce feature content that effectively promotes your organisation, *Preparing Articles and Features* is the workshop for you.*

#### **OBJECTIVES**

Print and web-based articles provide a cost-effective and accessible way of promoting your organisation's goals, philosophies and achievements. *Preparing Articles and Features* is a one-day workshop that provides a sound basis for developing widely read and effective content. This workshop provides the perfect structure for participants to learn, practice and develop the techniques for producing strong articles and features.

#### **OVERVIEW**

##### **Participants will learn:**

- The characteristics of successful articles and features
- How to define your audiences
- How to develop a story
- The logistics of feature article production
- Effective writing techniques
- Six key tips for developing effective articles and features

#### **WORKSHOP TIMETABLE**

The workshop is run over a full day.

In the first session we look at the characteristics that make feature articles successful – why some articles are well-read and widely cited, and others sink without a trace! We then examine how you can prepare material for different audiences, before looking at the steps in developing a story. After lunch we tackle the nitty-gritty of feature article production, before covering different writing techniques. We finish with six key tips for developing effective feature article content.

This is a hands-on, interactive workshop with practical and relevant content. It is particularly suited to those who do not have a journalism background.

Schedule	
9:00am	Welcome
9.05am	<b>Session 1 – Characteristics of Feature Articles</b> <ul style="list-style-type: none"> <li>- Attraction to readers</li> <li>- Types of presentations</li> <li>- Newsworthiness versus timelessness</li> <li>- Developing content that works</li> </ul>
9.45am	<b>Session 2 - Defining the audience</b> <ul style="list-style-type: none"> <li>- Why define audiences?</li> <li>- Developing feature article content through the eyes of the audience</li> <li>- Layering information for multiple audiences</li> </ul>
10:30am	<i>Morning Tea (20 Minutes)</i>
10.50am	<b>Session 3 – Developing the story</b> <ul style="list-style-type: none"> <li>- Why is the story worth telling? (Or: <b>is</b> the story worth telling?!) <ul style="list-style-type: none"> <li>- How the audience defines the story</li> <li>- Bias, spin, meeting internal objectives</li> <li>- Deciding on the key points to communicate</li> </ul> </li> </ul>
12.40am	<i>Lunch (50 minutes)</i>
1.30pm	<b>Session 4 – Producing the Feature</b> <ul style="list-style-type: none"> <li>- Logistics – research, interviews, asking the right questions</li> <li>- Deciding on a style and structure</li> <li>- Integrating and organising visuals</li> <li>- Breakout boxes</li> </ul>
3.00pm	<i>Afternoon Tea (15 minutes)</i>
3.15pm	<b>Session 5 - Writing Techniques</b> <ul style="list-style-type: none"> <li>- Before you begin writing</li> <li>- Pacing your writing</li> <li>- Avoiding jumps in context and concepts</li> <li>- Style, warmth, formality</li> <li>- Plain English</li> <li>- Drafts and feedback</li> </ul>
4.15pm	<b>Session 6 - Summary</b>  Key attributes of articles and features that work

<b>4.30pm</b>	<i>Finish</i>

## LOGISTICS

Please arrive 15 minutes before the commencement of the workshop to allow for registration. Lunch and morning/afternoon tea are provided free of charge. If you have any special dietary requirements please let us know when you book your place.

**Please bring with you to the workshop a printed copy of an article or feature produced by your organisation.**

## TRAINER

Julian Edgar has worked as a journalist, national print magazine editor and web editor. He has produced the text and photos for hundreds of magazine and Web articles sold around the world. He has held both Public Service and commercial roles, and is a qualified teacher and journalist.

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