

KEY ELEMENTS OF SUCCESSFUL NEWSLETTERS

★ COURSE OVERVIEW

How do you get your company newsletter to shout out “Read Me Now!” to its readers? If you are the one tasked with producing the masterpiece you’ll know it’s not always that easy to spot what’s good and what’s not. So if you or someone in your team is responsible for producing a company newsletter, BizTech can help you produce an interesting and effective corporate message through attending our training course on “Key Elements of Successful Newsletters” which covers the following key topics:

THE IMPORTANCE OF NEWSLETTERS IN THE BUSINESS WORLD

- The role of the newsletter as part of the company communications strategy
- Identifying the objective of your newsletter and planning your content accordingly
- Understanding what makes corporate publications successful
- Writing that manages to interest and at the same time get the corporate message across
- Balancing quality, cost & time
- Managing the logistics of printing & distribution

CREATING MUST-READ CONTENT

- What’s newsworthy?
- The key to attracting readers and retaining their interest
- Choosing headlines that attract immediate interest
- Making it more interesting: mechanisms to attract & retain interest
- Incorporating fun & light aspects without making it frivolous (Competitions, surveys, jokes, quotes)
- Identifying people to assist with articles and stories
- Managing deliverables from other people
- Interviewing people to get the most for your story
- Should you allow advertising and if so, how much and by whom?

TURNING YOUR NEWSLETTER INTO A WORK OF ART!

- How to create a professional yet eye-catching layout
- Selecting the best choice for you: Paper vs. electronic, black & white vs. full-colour, etc
- Proofreading and editing for an error free masterpiece
- Saving time and creating a professional look through the use of templates
- Using pictures & photos for maximum effect
- Readily available tools that make writing newsletters simple

COURSE DATE
15 - 16 October 2012

COURSE DURATION
2 days - 08:30 to 16:30 daily

COURSE FEES
R7 380(excl. VAT) per delegate

5% discount
for enrolment 2 weeks
prior to course date

WHAT'S INCLUDED

- Dynamic and knowledgeable facilitators
- Training File and a CD
- Certificate of Attendance
- High quality training venue
- Lunch and refreshments
- Parking
- Quality folder, notepad and pen

REGISTRATION DEADLINE

Registration Confirmation must be sent prior to the start of the scheduled course.



WHO SHOULD ATTEND

- Team leaders and those staff entrusted with creating their company newsletter
- Personal Assistants, secretaries and office administrators
- Advertising and marketing co-ordinators
- Communication assistants
- Anyone responsible for producing company newsletters

OUTCOMES

After attending this course you should be able to:

- Know how to create newsletters that have a defined business purpose
- Be able to create newsletters that people actually want to read!
- Know how to create newsletters that are both professional and eye-catching
- Know all about the latest tools and techniques to help you
- Add more value to your employer and set yourself on the way to that promotion

TAKE HOME TOOLS

- A detailed manual, workbook and CD
- A quality folder, notepad and pen
- One month of free telephonic and e-mail support included

SETA ACCREDITATION

BizTech Training is accredited as a Training Provider with the Services SETA (No: **3880**). Make sure that you complete your Workplace Skills Plan, and you can claim back the relevant percentage of your Skills Development Levies!

ICAP ACCREDITATION

This course is accredited by **ICAP** (the Institute for Certified Administrative Professionals). By attending you earn 10 CAP points®

LEVEL 1 BBBEE STATUS

Spending with BizTech counts twice! You can claim 135% of any training spend with us towards your Procurement scorecard, and everything spent with us on training your qualifying staff will count towards your Skills Development target!

THE VENUE

The course will be held at the AstroTech Conference Centre, in Parktown, which boasts the unusual combination of an upmarket business venue, security and convenience, in a setting which captures the historic grace and style of Johannesburg's golden era.



Centrally situated, you can step off the Gautrain at the Rosebank station, or exit the M1 at the Joe Slovo/Houghton Drive offramp, and we are just around the corner.

For a list of accommodation options nearby, visit <http://www.astrotechconf.co.za/accommodation>

TERMS & CONDITIONS

- If the course is not held for any reason, BizTech's liability is limited to the refund of the full course fee.
- Should course expectations not be met for any reason, delegates are given the opportunity to leave before lunch on the first day, and receive a full refund of the course fee.
- Payment is due before the start of the course, unless other terms form part of our Supplier/Client agreement.
- Failure to pay on time does **not** constitute cancellation of the booking, and the Terms and Conditions applicable to Cancellations and Postponements as set out below will apply.
- To avoid possible additional costs, **WRITTEN NOTICE** of any changes to your booking must be received at training@biztech.co.za within the following timeframes:
- **CANCELLATIONS:**
 - CANCEL WITHOUT COSTS:** If you advise us BY EMAIL **at least SEVEN** calendar days before the course
 - PAY 50% OF THE COURSE FEE:** If you advise us BY EMAIL **less than SEVEN** calendar days, but more than 24 hours before the course
 - PAY 100% OF THE COURSE FEE:** If you advise us BY EMAIL **less than 24 hours** before the start of the scheduled course, OR if the delegate is **ABSENT** without notification
- **POSTPONEMENTS:**
 - WITHOUT COSTS:** If you advise us BY EMAIL **more than THREE** working days before the course
 - WITH ADDITIONAL FEE (R1,430 PER DELEGATE):** If you advise us BY EMAIL **THREE or less** working days before the course starts, or if the delegate is **ABSENT** without notification, but still wants the option of postponement
- The invoice for the training remains due and payable as at the scheduled start date of the original course booked, and payment terms are not extended for postponements or exchanges to future courses.
- Postponements must be utilised within a maximum of **SIX** months from the scheduled date of the original course booked, or the course fee will be forfeited.
- Once you have postponed, the **CANCELLATION** terms above **no longer apply** to the future course, and you cannot subsequently cancel the booking without being liable for the full course fee.
- Special promotions applicable to the original course dates will **not** carry over to the postponed dates where the new dates fall outside of the promotion period.
- **PRESENTERS:** Should it be necessary, BizTech reserves the right to substitute the presenter.
- **COMMUNICATION:** When a person registers on BizTech's website, is registered on a BizTech course or sends an email to BizTech, that person consents to receiving communications electronically or otherwise by BizTech and/or its business partners.
- **DISCLAIMER:** BizTech will not be held responsible for any loss, damage or harm, direct, indirect, consequential or otherwise and howsoever arising that may be caused to any person or property during the providing of any services by BizTech to the client.



