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COMMUNICATION AND WRITING SKILLS | CWS-030

Newsletter and Internal Content Writing

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Course content

Why Attend

Employees are flooded with emails, intranet posts, chat messages and updates, and much internal content is skimmed or ignored. Newsletters and internal articles that are relevant, well written and engaging help employees understand strategy, feel connected to colleagues and take the actions the organisation needs.

This Newsletter and Internal Content Writing training course teaches participants how to plan and write internal content that people actually read. Participants learn how to identify stories, interview colleagues, write compelling headlines and openings, structure articles for scanning, use a consistent tone of voice, combine text with images and video, and measure engagement.

Course Methodology

• The course is a practical writing workshop. Participants generate story ideas, conduct interviews with each other, draft articles and newsletter items, rewrite corporate messages into engaging content and plan an editorial calendar. Each piece receives peer and trainer feedback.

Course Objectives

• Explain the role of internal content in employee engagement

• Plan editorial calendars aligned with organisational priorities

• Find and develop stories that matter to employees

• Interview colleagues and leaders to gather engaging material

• Write headlines, openings and articles that hold attention

• Apply a consistent and authentic tone of voice

Target Audience

• Internal communications professionals

• HR and employee engagement staff

• Corporate communications officers

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- Intranet editors and content managers

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Course outline

Detailed course outline

Day-by-day outline for Newsletter and Internal Content Writing.

Day 1 - Internal Content That Works

- 09:00-09:34 | Why so much internal content is ignored by employees
- 09:34-10:08 | Understanding employee audiences and their needs
- 10:08-10:42 | Channels: newsletters, intranet, chat and digital screens
- 10:42-11:00 | Linking internal content to strategy and culture
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Linking internal content to strategy and culture (continued)
- 11:46-12:20 | Examples of engaging internal communication
- 12:20-12:53 | Assessing your current internal content
- 12:53-14:00 | Exercise: auditing a sample internal newsletter

Day 2 - Finding and Gathering Stories

- 09:00-09:34 | What makes a good internal story
- 09:34-10:08 | Sourcing stories from across the organisation
- 10:08-10:42 | Turning announcements into human stories
- 10:42-11:00 | Planning interviews and preparing questions
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Planning interviews and preparing questions (continued)
- 11:46-12:20 | Interviewing colleagues and leaders effectively
- 12:20-12:53 | Getting quotes that sound natural and real
- 12:53-14:00 | Practice: interviewing a colleague for a story

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Day 3 - Writing Engaging Articles

• 09:00-09:34 | Writing headlines that earn the click

• 09:34-10:08 | Openings that hook readers in the first lines

• 10:08-10:42 | Structuring articles for scanning on screens

• 10:42-11:00 | Short paragraphs, subheadings and bullet points

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Short paragraphs, subheadings and bullet points (continued)

• 11:46-12:20 | Writing in a conversational, authentic tone

• 12:20-12:53 | Ending articles with a clear call to action

• 12:53-14:00 | Workshop: drafting and editing an internal feature

Day 4 - Newsletters, Leadership Content and Visuals

• 09:00-10:00 | Designing newsletter structure and regular sections

• 10:00-10:30 | Writing leadership blogs in the leader's voice

• 10:30-11:00 | Short-form content for chat and collaboration tools

• 11:00-11:30 | Coffee break

• 11:30-12:00 | Choosing and captioning photographs effectively

• 12:00-12:30 | Using simple video and infographics

• 12:30-13:00 | Accessibility and inclusive language in internal content

• 13:00-14:00 | Workshop: building a newsletter edition

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Day 5 - Planning, Measurement and Improvement

- 09:00-09:54 | Building an editorial calendar and content plan
- 09:54-10:21 | Approval processes that do not kill good stories
- 10:21-10:48 | Measuring reach, engagement and feedback
- 10:48-11:00 | Using surveys and analytics to improve content
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Using surveys and analytics to improve content (continued)
- 11:45-12:39 | Building a network of internal contributors
- 12:39-13:33 | Final writing exercise with individual feedback
- 13:33-14:00 | Personal action plan for internal content

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Seminar dates

Available seminar dates

Live dates and pricing for Newsletter and Internal Content Writing generated from the course details page.

Date	Location	Format	Fee
21 - 25 December 2026	London	Classroom	**€2,915**
7 - 11 December 2026	Barcelona	Classroom	**€2,275**
14 - 18 December 2026	Frankfurt	Classroom	**€2,175**
25 - 29 January 2027	London	Classroom	**€2,915**
4 - 8 January 2027	Barcelona	Classroom	**€2,275**
11 - 15 January 2027	Frankfurt	Classroom	**€2,175**
18 - 22 January 2027	Amsterdam	Classroom	**€3,215**
1 - 5 February 2027	London	Classroom	**€2,915**
8 - 12 February 2027	Barcelona	Classroom	**€2,275**
15 - 19 February 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

Available seminar dates

Live dates and pricing for Newsletter and Internal Content Writing generated from the course details page.

Date	Location	Format	Fee
22 - 26 February 2027	Cape Town	Classroom	**€1,825**
8 - 12 March 2027	London	Classroom	**€2,915**
15 - 19 March 2027	Barcelona	Classroom	**€2,275**
22 - 26 March 2027	Frankfurt	Classroom	**€2,175**
1 - 5 March 2027	Dubai	Classroom	**€2,845**
19 - 23 April 2027	London	Classroom	**€2,915**
26 - 30 April 2027	Barcelona	Classroom	**€2,275**
5 - 9 April 2027	Frankfurt	Classroom	**€2,175**
12 - 16 April 2027	Geneva	Classroom	**€3,315**
24 - 28 May 2027	London	Classroom	**€2,915**

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Seminar dates

Available seminar dates

Live dates and pricing for Newsletter and Internal Content Writing generated from the course details page.

Date	Location	Format	Fee
3 - 7 May 2027	Barcelona	Classroom	**€2,275**
10 - 14 May 2027	Frankfurt	Classroom	**€2,175**
17 - 21 May 2027	Istanbul	Classroom	**€2,825**
21 - 25 June 2027	London	Classroom	**€2,915**
7 - 11 June 2027	Barcelona	Classroom	**€2,275**
14 - 18 June 2027	Frankfurt	Classroom	**€2,175**
12 - 16 July 2027	London	Classroom	**€2,915**
19 - 23 July 2027	Barcelona	Classroom	**€2,275**
26 - 30 July 2027	Frankfurt	Classroom	**€2,175**
5 - 9 July 2027	Madrid	Classroom	**€3,400**

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Seminar dates

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Date	Location	Format	Fee
16 - 20 August 2027	London	Classroom	**€2,915**
23 - 27 August 2027	Barcelona	Classroom	**€2,275**
2 - 6 August 2027	Frankfurt	Classroom	**€2,175**
9 - 13 August 2027	Munich	Classroom	**€2,425**
20 - 24 September 2027	London	Classroom	**€2,915**
6 - 10 September 2027	Barcelona	Classroom	**€2,275**
13 - 17 September 2027	Frankfurt	Classroom	**€2,175**
4 - 8 October 2027	London	Classroom	**€2,915**
11 - 15 October 2027	Barcelona	Classroom	**€2,275**
18 - 22 October 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

Available seminar dates

Live dates and pricing for Newsletter and Internal Content Writing generated from the course details page.

Date	Location	Format	Fee
25 - 29 October 2027	Rome	Classroom	**€2,830**
8 - 12 November 2027	London	Classroom	**€2,915**
15 - 19 November 2027	Barcelona	Classroom	**€2,275**
22 - 26 November 2027	Frankfurt	Classroom	**€2,175**
1 - 5 November 2027	Vienna	Classroom	**€3,425**
20 - 24 December 2027	London	Classroom	**€2,915**
27 - 31 December 2027	Barcelona	Classroom	**€2,275**
6 - 10 December 2027	Frankfurt	Classroom	**€2,175**
13 - 17 December 2027	Amsterdam	Classroom	**€3,215**
21 - 25 December 2026	Online / Live	Online / Live	**€1,625**

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Seminar dates

Available seminar dates

Live dates and pricing for Newsletter and Internal Content Writing generated from the course details page.

Date	Location	Format	Fee
7 - 11 December 2026	Online / Live	Online / Live	**€1,625**
14 - 18 December 2026	Online / Live	Online / Live	**€1,625**
25 - 29 January 2027	Online / Live	Online / Live	**€1,625**
4 - 8 January 2027	Online / Live	Online / Live	**€1,625**
11 - 15 January 2027	Online / Live	Online / Live	**€1,625**
18 - 22 January 2027	Online / Live	Online / Live	**€1,625**
1 - 5 February 2027	Online / Live	Online / Live	**€1,625**
8 - 12 February 2027	Online / Live	Online / Live	**€1,625**
15 - 19 February 2027	Online / Live	Online / Live	**€1,625**
22 - 26 February 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
8 - 12 March 2027	Online / Live	Online / Live	**€1,625**
15 - 19 March 2027	Online / Live	Online / Live	**€1,625**
22 - 26 March 2027	Online / Live	Online / Live	**€1,625**
1 - 5 March 2027	Online / Live	Online / Live	**€1,625**
19 - 23 April 2027	Online / Live	Online / Live	**€1,625**
26 - 30 April 2027	Online / Live	Online / Live	**€1,625**
5 - 9 April 2027	Online / Live	Online / Live	**€1,625**
12 - 16 April 2027	Online / Live	Online / Live	**€1,625**
24 - 28 May 2027	Online / Live	Online / Live	**€1,625**
3 - 7 May 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
10 - 14 May 2027	Online / Live	Online / Live	**€1,625**
17 - 21 May 2027	Online / Live	Online / Live	**€1,625**
21 - 25 June 2027	Online / Live	Online / Live	**€1,625**
7 - 11 June 2027	Online / Live	Online / Live	**€1,625**
14 - 18 June 2027	Online / Live	Online / Live	**€1,625**
12 - 16 July 2027	Online / Live	Online / Live	**€1,625**
19 - 23 July 2027	Online / Live	Online / Live	**€1,625**
26 - 30 July 2027	Online / Live	Online / Live	**€1,625**
5 - 9 July 2027	Online / Live	Online / Live	**€1,625**
16 - 20 August 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
23 - 27 August 2027	Online / Live	Online / Live	**€1,625**
2 - 6 August 2027	Online / Live	Online / Live	**€1,625**
9 - 13 August 2027	Online / Live	Online / Live	**€1,625**
20 - 24 September 2027	Online / Live	Online / Live	**€1,625**
6 - 10 September 2027	Online / Live	Online / Live	**€1,625**
13 - 17 September 2027	Online / Live	Online / Live	**€1,625**
4 - 8 October 2027	Online / Live	Online / Live	**€1,625**
11 - 15 October 2027	Online / Live	Online / Live	**€1,625**
18 - 22 October 2027	Online / Live	Online / Live	**€1,625**
25 - 29 October 2027	Online / Live	Online / Live	**€1,625**

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8 - 12 November 2027	Online / Live	Online / Live	**€1,625**
15 - 19 November 2027	Online / Live	Online / Live	**€1,625**
22 - 26 November 2027	Online / Live	Online / Live	**€1,625**
1 - 5 November 2027	Online / Live	Online / Live	**€1,625**
20 - 24 December 2027	Online / Live	Online / Live	**€1,625**
27 - 31 December 2027	Online / Live	Online / Live	**€1,625**
6 - 10 December 2027	Online / Live	Online / Live	**€1,625**
13 - 17 December 2027	Online / Live	Online / Live	**€1,625**