



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Creating Newsletters for Maximum Impact

Why You Should Attend This Course:

A company's newsletter is the voice of the organisation. If you are involved in producing a newsletter, you can increase your readability by good writing, attractive visuals, interesting content, and design that draws and retains the reader. A well-produced newsletter can engage its readership and bond employees to the organisation.

Learning Outcome:

- Write crisp and clear copy that draws readers to your newsletters
- Edit copy to make your articles more readable
- Guide photographers to take interesting pictures
- Crop pictures to tell their own story
- Guide layout artists to play up important company articles

Course Outline:

- Writing clear intros and news leads
- Adopting the inverted pyramid style used in newspapers
- Honing in on the angle to give routine news a fresh perspective
- Shaping and sequencing articles for easy reading
- Adding quotes and captions to add interest
- Unleashing the power of the verb to make articles come alive
- Knowing how to use tenses, punctuation, diction, sentence length and clauses
- Weeding out ambiguity and clutter
- Selecting the appropriate vocabulary and transition links to make the articles coherent
- Creating effective paragraphs
- Proofreading techniques – tips and techniques
- Engaging the Editor in layout principles
- Focus on type (size, font), column settings (being aware of the desired number of words in a column to aid readability), subheads (placing), captions (format)
- Writing catchy headlines and standfirsts to grab the readers' attention
- Cropping and composing photographs to maximise impact
- Understanding how design enhances readability

Who Can Benefit?

Writers, editors and communications staff who oversee newsletter production.

Trainer's Profile:

Valerie Valberg-Yeoh brings to the course 26 years of experience in communications. The top graduate of her cohort of teacher trainees became Editor of Singapore Airlines' award-winning house newspaper, *Outlook*. Her particular expertise is linguistics. After an overseas stint, Valerie returned to teach Communications Skills at the Singapore Polytechnic.

Valerie has been conducting training in both written and spoken communications. In 1993, she won the PAN SE Asian Toastmasters' Speech Competition and has added presentation skills and speech training to her courses. She also conducts courses for the Institute of Public Relations.

Among Valerie's corporate clients are the Singapore National Employers' Federation, Creative Technology, Visa International, Singapore Technologies, GlaxoSmithkline, Nanyang Polytechnic and the Monetary Authority of Singapore.

Date:

2–3 Feb 2012

3–4 May 2012

Course Fees:

S\$780.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Creating Newsletters for Maximum Impact

2-3 Feb 2012 3-4 May 2012 (9.00am to 5.00pm)

S\$780 (subject to 7% GST)

Includes lunch & refreshments

*Approved for SDF funding

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to 20% discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to 5% discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

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Singapore 079904