# Newsletter and Staff Publication Writing for Communicators

Corporate Communications

## Course Overview

Newsletter and Staff Publication Writing for Communicators: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa...

## What You Will Achieve

- Explain the core principles and current good practice in Newsletter and Staff Publication Writing for Communicators
- Apply practical tools and techniques for Newsletter and Staff Publication Writing for Communicators in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Newsletter and Staff Publication Writing for Communicators in practice
- Build a personal action plan to implement what you have learned

## Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

## Course Outline

1. Foundations of Newsletter and Staff Publication Writing for Communicators: principles, terminology and context
2. The business case: why Newsletter and Staff Publication Writing for Communicators matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

## Upcoming Dates and Fees

| DATES | VENUE | FEE (PER DELEGATE) |
|---|---|---|
| 16 to 20 Nov 2026 | Nairobi | **$1,450** |
| 23 to 27 Nov 2026 | Kampala | **$1,450** |
| 30 Nov to 4 Dec 2026 | Johannesburg | **$1,650** |

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| 7 to 11 Dec 2026 | Durban | **$1,550** |

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.