

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

7 to 11 Dec 2026

Durban

\$1,550

LTC Consultants

Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za

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