

Strengthen the impact of communication supports



COM-34 2 Days (14 Hours)



Description

Print or Web, classic paper or Newsletter, the challenge remains the same: How to capture the reader's attention? In a context where collaborators and external targets are increasingly solicited, attracting the reader's attention is a challenge. It is no longer enough to create support in company colors for it to actually be read. Gradually leading the reader towards the text and the messages that the internal or external support must transmit to them is now a highly precise job. This training gives you the keys, techniques and tools to strengthen the impact of your communication media.

Who is this training for ?

For whom

Communications manager, editor-in-chief and corporate journalist, publications manager. Communication Manager. Person in charge of a company publication or participating in its development.

Prerequisites

None.

Training objectives

- Set up an editorial system.
- Arouse interest with content adapted to the reader.
- Master the fundamentals of journalistic writing.
- Apply the basics of Print layout.

Training program

Cadrer le projet

- Identify what makes the impact of a communication medium: prioritize your communication objectives and targets; define the sections and pace; design, redesign, improve an editorial formula.

Capter l'attention du lecteur 4 questions pour créer de l'attention. Mettre en place une structure pertinente. Évaluer la lisibilité des textes et des supports.

- Match images with text.
- Select the most interesting angle.

Rédiger et éditer les textes Les principaux genres éditoriaux : éditorial, interview, brèves, reportage, dossier... S'approprier les fondements de l'écriture journalistique.

- Integrate internal and external content.
- Reread the copy, rewrite without betraying.

Créer ou améliorer une publication imprimée

- Know how to title.
- Dress the text.
- Layout grid and place of the image in print.
- Calibrate (define the length) and prepare the copies.
- Respect the typographical rules.

Acquérir les bases de la mise en page

- Structuring of pages.
- Typographic choices.
- Treatment of visuals.
- Aesthetics of the layout.