MERCURY

# Corporate Newsletters and Media Publications Essentials

22 – 26 February 2027
Nairobi (Kenya)



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# Corporate Newsletters and Media Publications Essentials

**Ref:** 16110_1068613 **Date:** 22 – 26 February 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Corporate Newsletters and Media Publications Essentials is a one-week course for the people who write, edit and produce an organization's newsletters, bulletins, reports and brochures. You practice interviewing, writing, editing, proofreading and laying out a real issue, and you leave with your own Newsletter Issue Kit: a planned, edited and print-ready pilot issue. The course is delivered by Mercury Training Center.

## About This Course

In-house publications often miss deadlines, carry errors and go unread because nobody owns the editorial process. You should already write or coordinate content for internal or external readers. You practice by interviewing a colleague, drafting and editing stories, setting pages in a layout tool and running a proof round.

## Who It Is For

- Staff who write and edit the internal newsletter or staff bulletin.
- Communication and PR staff who prepare brochures, annual reviews and external magazines.
- Coordinators who collect contributions from departments and chase deadlines.
- Designers and content staff who lay out pages for print and screen.
- Marketing staff who repurpose publication stories for email and social channels.

This course is not for senior communication leads who set publication strategy across a whole organization, who are better served by an advanced, longer strategy course. It also does not suit journalists working for news outlets, who need a newsroom reporting course.

## Competencies You Will Build

- Editorial Planning: you keep a calendar that fills each issue on time with the right mix of stories.
- Interviewing Sources: you get usable quotes and facts from busy experts in a short conversation.
- Clear Writing: you write headlines, leads and short features that staff and customers actually read.
- Editing and Proofing: you catch errors of fact, tone and style before anything is printed or posted.
- Page Layout: you set readable pages with grids, type and images in a layout tool.
- Production Control: you send correct files to print or digital platforms and track reader response.

## What You Will Be Able to Do

By the end of the course you will be able to:

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- Given a year of organization events, build an editorial calendar with themes, owners and deadlines.
- From a recorded interview, write a 400-word staff profile with a headline and pull quote.
- Using a house style sheet, edit a contributor's draft for accuracy, tone and length.
- From raw text and photos, lay out a two-page spread for print and a mobile-friendly digital version.
- Given a print supplier's specification, prepare files with the correct resolution, bleed and color mode.
- Using open and click data, decide which sections to keep, cut or change in the next issue.

## Course Content

### Day 1: The Editor's Role and Editorial Planning

- Internal Versus External Publications and Their Readers
- Formats: Newsletters, Bulletins, Magazines, Reports and White Papers
- Reader Personas Built From Staff and Customer Profiles
- Editorial Calendar and Issue Planning Template
- Copyright, Consent, Ethics and Accessibility Checks

### Day 2: Gathering and Writing Stories

- Interview Preparation and Question Plans for Expert Sources
- Headlines, Leads and the Inverted Pyramid
- Staff Profiles, Project Stories and Announcement Formats
- Tone and Voice for Internal and External Readers
- Curating Contributed and Syndicated Material

### Day 3: Editing, Proofreading and Style

- House Style Sheet for Consistent Language and Brand Voice
- Structural Edit Versus Line Edit
- Fact-Checking Protocol for Names, Figures and Claims
- Proofreading Marks and Final Read Checklists
- Crisis-Sensitive Content and Approval Routes

### Day 4: Layout and Production

- Grids, Typography and White Space in Adobe InDesign, Canva and Affinity Publisher
- Photos, Charts and Infographics That Explain a Story
- Print File Preparation: DPI, Bleed, Color Modes and Test Prints
- Interactive PDF, Issuu and FlipHTML5 Digital Editions
- Email, Social and Event Distribution of Each Issue

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## Day 5: Producing a Pilot Issue

- Exercise: Interviewing and Writing the Lead Story
- Exercise: Editing a Colleague's Draft Against the Style Sheet
- Exercise: Laying Out and Proofing the Spread
- Reader Metrics, A/B Tests and AI Editing Aids for the Next Issue
- Completing Your Newsletter Issue Kit

## Case Studies and Exercises

The following are suggested activities.

- Case study: A hospital staff bulletin has low readership; you decide which sections to drop and plan a new issue format.
- Case study: A utility must publish a service-change notice to customers within a week; you decide the format, channel and approval route.
- Exercise: For a bank's quarterly staff magazine, you build a twelve-month editorial calendar.
- Exercise: For a university annual review, you edit three contributed pieces to one house style.

## What You Take Back

You return with your Newsletter Issue Kit, built around a publication you already produce or plan to start. In your first month back you use it to run the next issue's calendar, brief contributors with the style sheet and send files to print or online without rework.

- An editorial calendar and issue plan.
- A house style sheet and proof checklist.
- A layout template for print and digital.
- A pilot issue ready for approval.

## Quick Answers FAQ

### What do I need before Corporate Newsletters and Media Publications Essentials?

You need to write or coordinate content at work, even occasionally. No design background is needed; the layout session starts with templates and builds up to your own pages.

### How does a corporate newsletter course differ from a publication strategy course?

A newsletter course is hands-on: interviewing, writing, editing, layout and production of actual issues. A strategy course works at a higher level, setting publication goals, audiences and governance across many channels over a longer period.

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## How often should a corporate newsletter be published?

Choose a frequency the team can fill with real news and produce on time, often monthly or quarterly. A regular, reliable issue builds readership better than frequent issues padded with weak stories.

## What do I take back from corporate newsletter writing training?

You take back a Newsletter Issue Kit: calendar, style sheet, proof checklist, layout template and a pilot issue built for your own publication.

## For Your Manager

After this course the team member can plan, write, edit and lay out the organization's newsletters and reports and deliver correct files on schedule. They bring back a Newsletter Issue Kit with a calendar, style sheet, template and pilot issue, first used to produce the next edition of the organization's newsletter or bulletin.