

Article writing

Synopsis

Ever wondered how to turn dull material into something that excites and demands to be read?

This course helps lawyers to make the leap so that their work won't just get published, it will actually make an impact.

Duration

3 hours

Format

A practical session based on delegates' own writing. Mutual reviews and discussion so writers can gauge reader reaction and identify successful techniques.

Delegates submit a draft article (or a recently published one) one week before the course.

Delegates

Lawyers who want to write high quality articles for publication
Maximum 6 per course

Outcomes

As a result of attending the course, you will be able to:

- organise your ideas quickly,
- write with impact and energy, and
- review your work effectively when under pressure.

Content

The session will focus on whatever new skills you need to develop. Here are some of the possibilities.

- Why exactly are you writing this article?
- Identifying your readers, and catching and keeping their attention
- Complying with editorial guidelines
- Selecting a bright angle on dull material
- How to write a striking introduction
- How to deliver your key messages
- Developing flexibility - tuning the tone to the publication