



Feature Writing & Pitching

Course Tutor:

JEAN RAFFERTY

Course Content:

This course is for anyone who would benefit from understanding the principles and actions behind successful features. It covers writing with style for professional publications and includes sessions on building a story, structure, interviewing and pitching. Every aspect of writing outstanding features will be covered, from understanding your audience, publication and subject, to research, writing and interview skills.

Programme

- Building a Feature:
- Finding ideas and making them work
- Structure:
- Thinking in advance about how to shape your material
- Interviewing:
- Being in control of the interviewing situation
- Pitching:
- How to present ideas and follow them up

What you should bring with you:

No requirements, however, you may wish to bring a notepad.

Qualifications:

No formal qualifications required.

Expected learning outcomes:

On completion, participants should have the ability to approach any subject and turn it into a readable feature. They will have the confidence to deal with varied situations and to conduct interviews in a professional and probing manner.