



## What you'll study on the Travel writing course

- The travel writer's job
- Covering trips, holidays and press visits
- Reporting on trends and news from the world of travel
- Travel articles that anyone can write
- Travel blogging and opinion writing
- Writing commercial copy for PR and the web
- What to write and who to write for
- Copy presentation
- Terminology
- The magazine market place
- Notebooks and record keeping
- Contacts Book

'We're absolutely committed to your success and are looking forward to working with you.'

A small, square, white-bordered photograph of a man with short dark hair, wearing a light-colored shirt, smiling. The photo is placed on the right side of the text block, partially overlapping the word 'working'.

- Cleland Thom

- Searching for information
- What is news?
- House style
- Where news comes from
- Multi-media writing style
- The intro
- Story construction
- Interviewing
- Feature writing
- The PCC
- Human interest writing
- Meetings, press conferences
- Selling work and getting paid

• <b>Aimed at:</b>	Potential Travel writers
• <b>Duration:</b>	Flexible - around 3 - 6 months
• <b>Accreditation:</b>	<a href="#">ODLQC / ABCC</a>
• <b>Qualification:</b>	Diploma

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