

Taking healthcare stories to the media

Maximise media interest in your story by learning how to switch viewpoints and avoid common mistakes in approaching journalists.

These workshops offer writing skills practice, new perspectives and techniques for writing and gaining media coverage on healthcare stories.

Participants receive constructive feedback, carry out short writing exercises and practice new skills in pairs and in groups.

Learn how to:

- Avoid major journalist 'turn-offs'
- Improve clarity, case-building and writing style
- Deliver your messages **and** meet journalists' needs
- Understand where to start and who to make the subject of your story
- Generate a stronger story and gain a journalist's attention
- Abstract from healthcare data

Usually held as 1 day sessions with **Dr Sue Mayor** and Deborah Goodall

Dr Susan Mayor

Medical writer,
journalist and speaker



Susan is a highly experienced journalist specialising in the healthcare sector and is a former news editor of the BMJ.

She works with Feverfew to develop and deliver workshops and coaching focused on writing skills and message development in the healthcare media. Along with Deborah, she is responsible for the highly acclaimed 'Healthcare Media Skills' series of workshops.

She believes people learn best when you tailor the learning to the context in which they work.

'We have received fantastic feedback from the team here - they found it informative, practical and educational. Several said it was the best course they have been on! I also really do appreciate all your hard work and the fact that you both made the process so smooth and easy from our end.'

Avril Lee, European Health MD, Ketchum

'100% of those attending said the day was extremely useful and that they plan to adapt their media planning and writing significantly as a result.'

Account Managers and Executives, Virgo PR

'I found the session invaluable - really informative and enjoyable - definitely a number of key takeaways to help improve media skills'

Account Manager, Top 10 healthcare PR agency

'Perfect - I would like more in-depth training like this in future please.'

Attendee on open course

**** Look out for our next open course in the autumn ****