

## COPY EDITING

**Through a series of practical exercises, you will learn to approach the printed word in a more analytical and critical way, allowing you to spot errors quickly and have the confidence to rewrite everyday text into concise, precise and compelling editorial copy at high speed. You will also have the opportunity to master the latest BSI copy-editing and proof correction marks. Attendees will learn the essential parts of the BSI 5261-2:2005 copy preparation and proof correction marks.**

## COURSE CONTENT

### INTRODUCTION

- » Copy-Editing
- » Proofreading
- » Workflow from raw copy to published material

### SPELLING

- » Common mistakes
- » Awkward challenges and how to meet them
- » Proofreading techniques

### GRAMMAR

- » Common mistakes
- » Awkward challenges and how to meet them

### PUNCTUATION

- » Common mistakes
- » Awkward challenges and how to meet them
- » Proofreading techniques

### HOUSE STYLE

- » What should a house style achieve?
- » Style guide components

## LSPR TRAINING

Short, intensive courses for practicing PR and communications professionals.

Class groups are kept small to ensure the quality of the training.

## COURSES

- Advanced Management
- Branding
- Business Strategy for PR
- Business Writing
- Critical Incident Management
- CSR & Sustainability
- Human Resource Management
- Impression Management
- Leadership
- Personal Branding
- PR & Reputation Management
- Presentation Skills
- Press Release Writing
- Risk Management
- Social Media & Online Marketing
- Crisis Media Communications

## QUALIFICATION

Courses are CPD approved.  
Diploma / Adv. Certificate / Certificate

## DURATION

1 to 5 day courses

## LOCATION

Central London, UK.

## CONTACT US

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- » How to establish and maintain a style guide
- » Essential typography

## ELEMENTS OF STYLE

- » Making dense copy easy to read
- » Making dry copy compelling to read
- » Writing catchy headlines, intros, captions
- » Rogues' gallery: from clichés to mixed metaphors

## FIGURES (CONSISTENCY)

- » Handling numbers within text copy
- » Statistics
- » Tables and graphs

## Q & A

## ASSESSMENT AND CERTIFICATE:

Delegates will tackle hands-on exercises at the end of each section to cement their learning, and personal achievement will be assessed throughout the day. Certificates will be issued upon completion of the course.

**Please contact us on 0207 221 3399 for details, or complete the enquiry form.**

