# Worksheet for Writing a News Piece About an Educational Event

Businesses often have the need to publish **news articles about the events they are organizing,** such as educational workshops, seminars, webinars, lectures. In the days after the event, companies are often **too busy** to write and publish the news piece about the event held. As a result, they often **give up** on writing the news piece, missing the chance to build their authority online.

We wanted to make the process of writing this type of news piece **easier** and **faster.** That’s why we created this **editable worksheet,** containing a **list of simple questions** which you only need to answer to finish writing the news piece fast and easy. Feel free to use this worksheet as a **reminder / guide** for writing news. If you need a **complete set of worksheets** for writing content for your **entire** business website, check out our [B2B Website Content Writing Guide](https://www.logit.hr/b2b-website-content-guide/?utm_source=worksheet-news-edu&utm_medium=pdf&utm_content=guide&utm_campaign=b2bwebsitecontentguide).

Here’s an example of a news piece about a real educational event, written based on this worksheet: [www.logit.net/blog/our-first-website-content-writing-workshop/](https://www.logit.net/blog/our-first-website-content-writing-workshop/)

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| **News element** | **Enter your content here** | | **Questions / Instructions / Examples** |
| **Headline** |  | | What was the event about?  Where did the event happen? |
| **Lede (Intro Text)** |  | | This text is diplayed on the /news/ page (if that’s how your news app is configured)  When did the event happen?  Where did the event happen? |
| **Images** |  | | E.g. news1-main.jpg |
| **Image Captions** |  | | In one short sentence, explain what the image shows. Image captions add context to images, turning them into a credible proof which increases the persuasiveness of your news piece. |
| **Publish Date** |  | | Every news piece should have a publish date. |
| **Tags** |  | | If your news app supports or uses tags, you should define one or more tags to add to your news piece. E.g. press, events, company |
| **Main Content** |  | | Why did the event happen?  How long did the event last?  How much did the attendees pay?  Who organized the event?  Who was the lecturer / instructor?  For whom was the event intended?  Which topics were discussed?  How was the event structured?  What made this event different?  What did the attendees learn?  Were the attendees satisfied?  What did the attendees say?  How many people came to the event?  What was the atmosphere like?  Will the event be repeated? |
| **Add-Ons** |  | | Add rich content and links to relevant resources, such as files for download, links to third-party research, links to previously held events, promotional materials, and so on. |
| **Call to Action** |  | | End every news piece with a call to action: tell the reader where you want them to click next.  Link to a relevant product / page |

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