



Workshop Overview

Combining commercial writing techniques presents unparalleled opportunities to engage customers in real-time, personal, two-way communication. This workshop will help you gain a complete understanding of today's most effective copywriting techniques and get the very best from them in your own campaigns.



Benefits

During the workshop, you will learn advanced techniques that will assist in improving your copy, you'll understand the science of how people read and explore the elements that make advertising and marketing communications work effectively. You will leave with practical tips, knowledge and the confidence to apply your writing skills a proven structure supported by the right design, images, typography and graphics.

Outcomes & Content

- ✓ How do people read? The science behind it
- ✓ Persuasion, and the importance of structure
- ✓ How to judge the quality of a creative brief
- ✓ Obtain the information needed for your work
- ✓ Copywriting best practices
- ✓ Writing for sales and direct marketing
- ✓ Approaches to brainstorming
- ✓ Sustaining a message in multi-media
- ✓ Re-writing copy for digital platforms
- ✓ Tone of voice
- ✓ Practical session



Who should attend ?

Marketing and communications practitioners who are expected to write or review copy as part of their role, or for anyone who is interested in improving their writing for web development, blogging, internal newsletters or product copy.

