



Workshop Overview

Effective copy can play an important role in shaping perceptions and deliver more effective marketing communications across different communication channels. Whether you're producing advertisements, product brochures, blog content for digital media posts, this workshop will give you a great foundation in writing compelling and engaging copy.



Benefits

You will benefit from best practice methodologies and techniques and get the chance to apply them by doing practical exercises.

Outcomes & Content

- ✓ Good copywriting and style
- ✓ Tips and techniques for headline writing
- ✓ Best practice for combining words and images
- ✓ Paragraphs and sentences
- ✓ Understanding your audience
- ✓ Tailoring copy for different audience groups
- ✓ Bringing copy to life.
- ✓ Improving the readability
- ✓ Media: challenges and opportunities



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.

