

## Effective Copywriting for Marketing Communications – One Day Workshop Agenda

Course Director: Phil Woodford

Summary	Tips and techniques to increase impact and achieve positive results with your writing.
Programme	<p>09.00 – 09.30 Registration &amp; coffee</p> <p>09.30 – 09.40 Introductions</p> <p>09.45 – 11.00 <b>Session 1 – Starting with a blank page</b></p> <ul style="list-style-type: none"> <li>• Overcoming writer's block</li> <li>• Tackling troublesome grammatical issues</li> <li>• Establishing an effective structure</li> <li>• Avoiding common pitfalls</li> </ul> <p>11.00 – 11.15 Break</p> <p>11.15 – 12.45 <b>Session 2 – Creating impact with headlines</b></p> <ul style="list-style-type: none"> <li>• Techniques for engaging the reader</li> <li>• The relationship between words and images</li> </ul> <p>12.45 – 13.30 Lunch</p> <p>13.30 – 15.00 <b>Session 3 – Tone of voice</b></p> <ul style="list-style-type: none"> <li>• Adjusting tone to fit your audience</li> <li>• Creating a distinctive voice for your brand or organization</li> </ul> <p>15.00 – 15.15 Break</p> <p>15.15 – 17.00 <b>Session 4 – Challenges across different media</b></p> <ul style="list-style-type: none"> <li>• Why is the web different from print?</li> <li>• What are the principles of good news writing?</li> <li>• How can we create more effective emails?</li> </ul> <p>17.00 End of day</p>

