



MARKETING
INSTITUTE OF
SINGAPORE

COMMUNICATIONS

Copywriting for Marketing Materials

Why You Should Attend This Course:

A savvy marketer leverages on each and every piece of material that goes out to his/her customers. Communications could be in the form of a print ad, poster, brochure, catalogue, DM or even a personal letter or e-mail blast. An effective marketing collateral includes not just an attention-grabbing visual but highly persuasive copy that puts the customer in the right frame of mind to purchase that product or service or evokes the customer's goodwill towards the company.

Using the AIDA (Attention-Interest-Desire-Action) structure, coupled with good grammar and attention to language use, you can reach out to your customers and convey your message effectively. Whether you are writing the copy yourself, or assigning a copywriter to do the job, understanding the expectations and purpose behind the DM, print ad, brochure, press release or catalogue etc. is crucial to producing an effective marketing collateral.

During the course, you will also be introduced to elements such as the concept and how copywriting, concept and design are so integrated in the creative process that you cannot think about one without the other. As a portion of the course will be on discussing concept and visual, be prepared to work on these elements as well. Samples of B2B and B2C print ads (B2C ads comprise the majority of samples) will be analysed for effectiveness. E-mail and web ads, TV and radio ads will be covered only minimally as the focus is mainly on print ads.

This hands-on course will focus on writing persuasive copy for the various marketing print materials. You will pick up tips for coming up with taglines, main copy and call-to-action. There will be extensive writing exercises during the course. Please bring along your laptop if you have one. You are welcome to bring *one* sample of your marketing collateral for discussion and review.

Learning Outcomes:

- Produce an effective marketing collateral, write persuasive copy for various marketing print materials using the AIDA structure and a variety of tools.
- Understand the elements and concepts of what makes a good ad.
- Convey your message and reach out to your customers in the most effective way through good copy.
- Deploy DMs, print ads, brochures, press releases, catalogues, etc. to maximum effect according to "push" or "pull" factor of your product/service.
- Acquire tips on coming up with effective taglines, main copy and call-to-action.

Course Outline:

Here come the wordsmiths

- What is copywriting?
- How do ads persuade?
- Six techniques of persuasion

Gospel truths for copy

- Attention: taglines; universal copy themes for taglines
- Interest: features vs. benefits; USPs
- Desire: emotional and logical appeal
- Action: minimal length, maximum impact

Get literary

- Descriptive, Explanation, Analysis and Narration in ads
- Dealing with old and new information
- Breathing life into dull facts/copy
- KISS: keep it short and simple
- The sound of words: alliteration, repetition and rhyme
- Picture this: using allusion and imagery effectively

Date:

23–24 Feb 2012
12–13 Apr 2012

Course Fees:

S\$780.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904



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Copywriting for Marketing Materials

Know your audience

- Checklist for customer profile
- The “you” attitude
- Tone: are you talking to, or talking down to, your customer?

Briefly speaking

- Purpose
- Product/Service
- Target Audience
- Medium

The concept

- What’s a strong concept?
- Case studies
- How to take a strong concept across different media

Last words

- Grammatical mistakes: a sure-fire message killer
- Proofreading: word and sentence order

Who Can Benefit?

Marketing personnel, especially those who have to write copy for their marketing collaterals, and anyone who has to deal with copywriters.

Trainer’s Profile:

Gael Lee conducts training in communications skills for tertiary students and working adults. A book editor and copywriter by profession, Gael has worked in the book publishing industry for a decade before setting up her own copywriting/training business. Her clients range from public service agencies and banks to interior design companies.

Gael holds a Master of Arts Degree (Language Studies) awarded by the National University of Singapore. As a copywriter, Gael has worked on numerous projects including copy for companies in the travel and leisure, food, delivery, finance and medical industries. She has worked with government agencies, private companies and ad agencies. Her work spans annual reports, print ads, flyers, catalogues, DMs, articles in magazines and newsletters, web content, press releases and e-mail blasts.

A corporate trainer specialising in written communications, Gael has conducted several workshops including Business Writing, Writing for the Web, E-mail Writing and Copywriting.

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Copywriting for Marketing Materials <input type="checkbox"/> 23–24 Feb 2012 <input type="checkbox"/> 12–13 Apr 2012 (9.00am to 5.00pm) S\$780 (subject to 7% GST) Includes lunch & refreshments		*Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

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