

The Giles Agency Corporate Training

Copywriting Masterclass

Writing that sells

Full-Day Course

Introduction

This practical session will teach marketers the fundamentals of effective copywriting. It looks at brand voice and the importance of using it consistently along with how to write clearly, concisely and persuasively. You will also learn easy tips and tricks proven to increase those conversion rates.

The session will include plenty of writing practice and brainstorming exercises. Participants will get individual feedback and will have the chance to address their specific concerns.

Workshop content

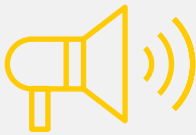
1



What is your brand voice?

What does brand voice encompass and why is it so important? Defining your unique voice.

2



How to be clear and concise

An in-depth look at getting your message across loud and clear, including some targeted exercises.

3



The art and science of persuasion

A look at the powerful tools a copywriter uses to convert readers into buyers, including playing with emotions and focusing on benefits rather than features.

4



Top conversion tips

Quick and easy features you can add to your communications to increase those conversion rates.

5



Headlines

Learn how to craft a headline or a subject line that gets attention and ensures the reader reads on.

6



Working with a designer

The aim of design in marketing and communications is to draw out the key messages in the copy. Get the best from your designer with these considerations.

Logistics requirements

This full-day workshop can be conducted in-house at your convenience or at an external venue. Sufficient space and basic presentation equipment must be provided as below.

Small group tables and chairs; table and chair for the instructor

Screen and computer for PowerPoint projection

Individual notebooks/tablets

2 flipcharts or whiteboards with flipchart/whiteboard pens

Writing material (paper and pencils)

Space for group to stand in a circle

About the speaker



Freya Simpson Giles

Freya Simpson Giles is the owner and director of The Giles Agency, an Asia-based communications agency specialising in end-to-end support for marcom teams.

Freya has over 15 years' experience as a copywriter and produces marketing copy and business communications for start-ups through to large multinationals. Clients in Hong Kong include AIA, Swire, Hsin Chong, Lane Crawford and Dunhill. Freya also works as a trainer, helping clients to master the art and science of communication through a range of practical, hands-on courses.

Fees

Total charge for up to
10 participants

HK\$22,000

- Fee includes a post-workshop summary
- Venue rental is charged separately as required