

# Writing for Marketing

## Course Objectives

By the end of the workshop you will:

- be able to write clearly, concisely and with impact
- be able to apply writing techniques to draft leaflets, posters, brochures and web pages
- be aware of different layout options to maximise the impact of your messages
- understand how to apply good practice to provide access for readers with a sight or reading difficulty
- have an action plan to take forward improvements.

## Course Programme

09:15	Assemble and Coffee
09:30	Introductions and Course Objectives

Effective marketing writing techniques:

- analysing readers' needs
- clarity
- conciseness
- impact
- tone

Exercises to apply techniques to your work

Lunch

Layout matters: combining graphics and pictures with words

Good practice for readers with sight or reading difficulties

16:30	Review and action plans Evaluation and close
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