

# COPYWRITING ACADEMY

## Academy Overview:

Words have immense power. Written well, they evoke emotions, drive actions, and create meaningful connections. With that in mind, The Copywriting Academy is designed to bring impact to your own work. By taking part, you should be able to write shorter, sharper and smarter on the page and across the screen. Through high involvement, interactive sessions with two-way discussion, and engaging exercises, you will be encouraged to develop your writing in ways you may never have considered – and yet will be instinctively aware. Between experts and your fellow cohort, there will be opportunities to share views and techniques about writing persuasively. Shortform and longform will be covered, oxygenating a breadth of media channels with compelling creativity.

In a risk-free safe space, where there are no wrong answers or competitive stresses, the Academy will explore practical steps to develop your output in ways immediately useful back in the day job. They are easily remembered too.

## Who is it for?

- We encourage students and young talent from agencies or brands, as well as freelancers to participate. Fields include all creative fields including, but not limited to, Advertising, Marketing, Branding, Design, Entertainment, Media, Events, Publishing, Creative Technology, Retail and E-commerce, to participate
- Ideal for roles such as Copywriter, Content Writer, Marketing Copywriter, Digital Copywriter, SEO Copywriter, Social Media Copywriter, Technical Copywriter, UX (User Experience) Copywriter, E-commerce Copywriter, Product Description Writer, Scriptwriter (for video or audio content), Freelance Copywriter

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## Broad agenda:

- Overarching ambition: speed, impact, concise thinking, being memorable.
- Turning strategy into a practical platform from which to write.
- Engaging – and staying connected – with the audience.
- Idea; definition, development, and tools to build and expand your message.
- Tonal variation – generating multiple alternative ‘voices’ under pressure without stress.
- Developing the narrative; longer conversations.
- Reframing and revitalizing: turning your story on its head
- Visual language and its potential.
- The right order: sequencing.

## Learning Outcomes:

- Enhance your skills in the psychology of persuasion, crafting attention-grabbing headlines and developing strong call-to-actions
- Learn skills to better understand your target audience and market
- Explore persuasive writing techniques to create an emotional connection with your audience
- Develop your copywriting skills to tackle a real-time brief and hone your presentation skills to a jury of top creatives
- A summary of all topics covered, with links to the material shared will be shared with all participants shortly after the conclusion of The Academy programme.